

Buyer's Agent Team Coaching™ II

Session 4

Expanding Your Questions to Increase Conversion Rates



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Learn to apply and execute "if situation" questions
- Master the 4 "W" questions
- Use verbal bridges to increase sales

WANTS-BASED QUESTIONING

"If you could design the idea home, what would it include?"

"If budget were not of concern, what other amenities would you want?"

"What ideally do you want the end result for you to be?"

What do your prospects, customers, and clients value?

What do I value and is there alignment?

"What's most important to you about moving?"

"What's most important to you about the services a real estate agent might offer?"

"What would settling your family into the right home for you mean to you?"

If you get a vague or uncertain response:

"And what's important to you about that?"

"_____, I know you are in the (4 stages) _____ stage and there are a number of steps in your evaluation process, but I want to make sure that I'm giving you the best recommendation for you and your family. So tell me, what's most important to you about...."

BAD QUESTIONS

Bad questions equate to bad answers.

Some bad questions to avoid:

"And, how are you today?"

"What are your needs?"

"Anything you need?"

"How can I help you?"

"What do I need to do to get your business?"

MOVING YOUR PROSPECT OUT OF "BUZZ PHRASES"

What are some of the ones you are hearing?

Ideas:

"We are just starting our search."

"Let's stay in touch."

"We need to evaluate it."

"We'll give it some consideration."

THE 4 "W" QUESTIONS

What?

When?

Why?

Which?

RELAY RESPONSE

ASSUMPTIVE TECHNIQUE

"Let's assume that you like the properties you see when you receive them...what happens next?"

"Let's assume that the properties are exactly what you are looking for...what should our next step be?"

USING LEAD SOURCES

"What was it that caught your eye about _____ and prompted you to _____?"

"There must have been something that caught your eye to prompt your _____, can I ask what it was?"

GETTING OVER THE HUMP

"_____, your thoughts on what you'd like to see in a (new home) will help me provide you with the very best information."

"_____, before I make a recommendation, is there anything else I should know about your situation?"

"Many of buyers in today's market have found challenges in _____ area, what has been your experience?"

"What is the most important thing you hope to accomplish with a new home?"

TRIAL CLOSES

"What would you like to see happen as a next step?"

"Are you considering these options at this time?"

"How can we make this work for you?"

"What do you see as our next steps?"

"How would you like to proceed?"

"What do you need to feel comfortable to continue to move forward?"

TWO OBJECTIVES

1) To sell the value of our appointment

2) To sell the value of a customized search set up

BA TEAM COACHING II SESSION 4 – EXPANDING YOUR QUESTIONS

VERBAL BRIDGE TECHNIQUE

"Oh (Name), while I have you...."

"(Name), before we conclude..."

"(Name), one more thing...."

3RD PARTY VALIDATION SCRIPTS

People that are using our site (Name), find that...

Current users of _____ tell us that....

Our customers who use _____ say....

EMOTIONAL WORDS

- Guarantee
- Easy
- Worry free
- Saves
- Help you to...

LEVERAGE A PROBLEM

"What do you think will happen if you wait?"

"What would the most likely result in (home prices / Interest rates / selection opportunities) be if you wait longer?"

"What would happen if you do nothing?"

On a scale of 1 to 5 (with 5 being highly likely), how likely do you think (_____)?

On a scale of 1 to 5 (with 5 being highly probable) what score would you give (_____)?

"Well, what are your thoughts? Come on (Name), humor me here, this is an important consideration. Where would you place this on a 1 to 5 scale?"

"That's interesting, may I ask you thoughts on why _____?"

ACTION PLANS – WEEK 4

1. Review all scripts and select the best for you.
2. Practice scripts this week once with your role-play partner.