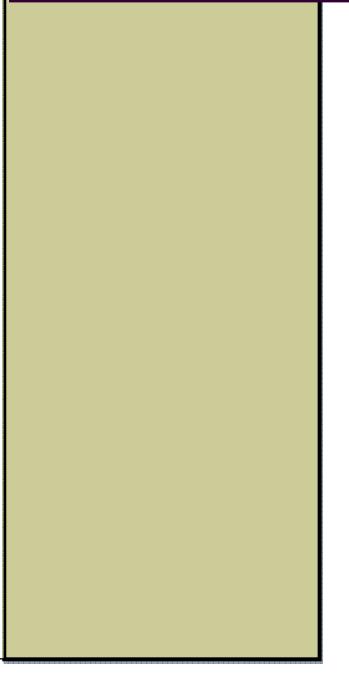
# Buyer's Agent Team Coaching<sup>™</sup> II Triggering Events





To your Achievement of Excellence in Life

## BA TEAM COACHING II – TRIGGERING EVENTS

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## BA TEAM COACHING II – TRIGGERING EVENTS

# OBJECTIVES

## During this session you will:

- Understand and probe for triggering events
- Leverage triggering events to set appointments

## BA TEAM COACHING II - TRIGGERING EVENTS

## TRIGGERING EVENTS

## 1) Change / Transition

#### 2) Awareness

# **KEY QUESTIONS TO DETERMINE THE TRIGGERING EVENT**

- Was there a compelling event that caused you to start searching for property at this time?
- What was the catalyst to begin your search?
- Was there an impulse that resulted in your registering on our website?
- May I ask, what spurred you to begin your home search process?
- What about this property persuaded you to add this to your favorites?
- Would it be okay if I asked what was the provocation to start reviewing properties at this time?
- What kick started your home search process?
- Is there an urgent need for your family that is causing you to start searching now?

## BA TEAM COACHING II - TRIGGERING EVENTS

## PROBING DEEPER

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

• Is there a significant goal or objective you are working to achieve through searching for a new home?

• What is the essential information you need to carry out your plan?

• What is paramount for you to be able to realize your goals and objectives as it relates to your home search?

# ENCOUNTERING OBSTICLES

#### 1) Repeat the question

2) Move to another question in your category of questions

#### 3) Relieve pressure

- I am trying to be of service.
- I am merely trying to help.
- I am not trying to sell you anything. We reach out to people using our site to maximize their service experience.
- I can tell I caught you off guard...that was not my intention.

## **BA TEAM COACHING II – TRIGGERING EVENTS**

# TAKING THE NEXT STEP

- Could you tell me a little more about your thinking on that?
- Exactly what information do you have on \_\_\_\_\_ already?
- I can see that's an important question and I don't want to give you an off the cuff answer that could be incorrect. Can I do a little research and connect with you in a few minutes?
- Give me a few minutes to \_\_\_\_\_. I want to be sure I give you the right answer.

# **BREAKOUT SESSION**

#### **BREAKOUT SESSION**

#### **BREAKOUT DEBRIEF**

# ACTION PLANS

- 1. Practice your scripts
- 2. On every call focus on determining the "cause" for the prospect's home search.

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