

Buyer's Agent Team Coaching™ II

Triggering Events



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

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

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?*

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 OBSTACLES

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.*

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.