

# Buyer Mastery™

## Session 1

### Increase Your Performance



To your Achievement of Excellence in Life

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## OBJECTIVES

**During this session you will:**

- Learn key strategies and training systems.
- Set up accountability systems for yourself.
- Using the safety issue to convert leads.

**INTRO**

**Don't waste your leads.**

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**Every lead costs money and time to create.**

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**LEADS**

**There are two main reasons for lacking Buyer Consultations or Buyer Interviews:**

- 1. Most buyer's agents never get a prospect to a meeting.**
- 2. The Buyer Presentation isn't planned.**

**Internet leads fall into two categories:**

- 1. Registration leads**

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- 2. Direct Inquiry leads**

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**EXHIBIT 3-13 ACTIONS TAKEN AS A RESULT OF INTERNET HOME SEARCH, FIRST-TIME AND REPEAT BUYERS**

*(Percent of Respondents Among Buyers Who Used the Internet)*

	All Buyers	First-time Buyers	Repeat Buyers
Drove by or viewed home	75%	74%	76%
Walked through home viewed online	63	60	64
Found the agent used to search for or buy home	30	33	28
Requested more information	24	31	19
Looked for more information on how to get a mortgage and general home buyers tips	13	23	6
Pre-qualified for a mortgage online	13	17	11
Contacted builder/developer	8	5	11
Applied for a mortgage online	8	10	7
Found a mortgage lender online	7	8	5

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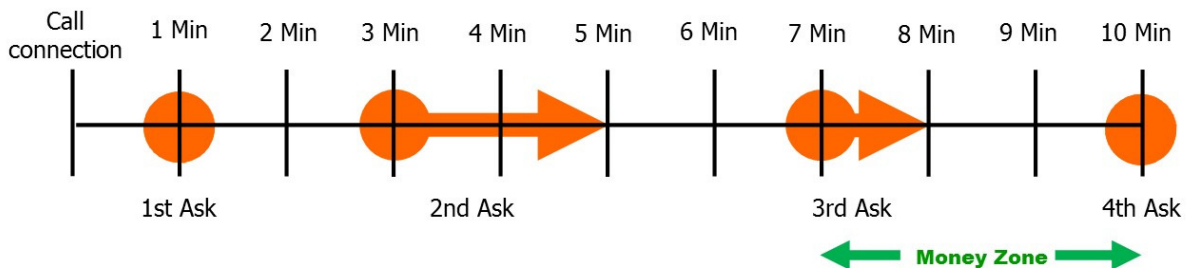


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**CREATING OPPORTUNITIES TO UPSELL TO A FACE-TO-FACE**

**“Talk Time” – Your way to higher security**

**Guidelines to an Elongated Call**




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The worst question....

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What does “working” mean?

Instead: *Are you committed to another agent?*

PRIMARY OBJECTIVE IN WORKING WITH BUYERS

Our first job is being safe.

Our second job is to upsell a prospect to client level.

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Primary objective in working with buyers: Get face-to-face with the prospect

- Face-to-face appointment at our office

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- **Face-to-face at a neutral site**

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- **Face-to-face at subject property**

- **Take someone with you**
- **Have listing agent present**
- **Have seller present**

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- **Online Buyer Tour**

- **Join Me**
- **Web.ex**
- **GoToMeeting**

- **Skype**

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- **Phone-to-phone appointment at a specific time**

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PERSONAL SAFETY

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PERSONAL SAFETY SCRIPTS

- **Universal**
- **Vacant Home**
- **Company Policy**
- **The Straightforward**

**Points to using personal safety scripts:**

- When you see “...” it means take an extended pause.
- Scripts don’t need to be delivered perfectly. If you are too slick or perfect they won’t sound unauthentic.



UNIVERSAL PERSONAL SAFETY SCRIPTS

**1. Associate:** *I realize that you would like to meet at the home on \_\_\_\_\_.  
There is nothing more than I would like to do than show a buyer this great property...*

*Because...at this point...I don't know you and you don't know me. There is a safety risk for both of us to meeting a stranger at a private location. I am sure we both want to be safe...let's meet at \_\_\_\_\_.*

**2. Associate:** *I can appreciate your excitement to meet to see this wonderful home. Based on the nature of our marketplace this home will probably not last long...*

*Let's set an opportunity to meet. Because of the world we live in...for personal security reasons, my first appointments with... (Prospective clients, buyers and online buyers) are at my office. I have appointment openings at \_\_\_\_\_ or \_\_\_\_\_. Which would work best for you?*

**3. Associate:** *Because we have just met over the phone...gosh...at this point...I don't know enough about your situation to guarantee I can help you as I have \_\_\_\_\_ clients in my career.*

*Let's meet for a no-cost no-obligation appointment. Do you have some time later this week so we could meet at my office?*

**4. Associate:** *I can hear the excitement in your voice about this home. At first glance it does look to be a high demand, high quality home. By high demand I mean desirable amenities, good size, quality, location and solid value. I have to tell you that means other buyers will recognize what you are seeing and may have the same reaction you are having as well...so we do want to see it right away?*

*Just so we are clear, because at this point we don't know each other... for personal safety and security reasons for both of us, let's meet at my office. I am sure you understand why, right? ...That offers us both safety and security rather than meeting at a private location like a home. Is there a time later today, tomorrow or this week that would work?*

**5. Associate:** *Can I assume that you would want to view the home without the seller present, correct? I find when the seller is there it makes it more difficult to discuss the pros and cons about the home. We will be able to do that more freely without the seller there.*

*Because this will be our first meeting and because we don't know each other yet...for safety and security reasons for both of us, we need to meet at my office or at public location closer to the home's location. Which would you prefer?*

**If they insist:**

*To be able to show you the home without meeting at a secure location first I will need to arrange for someone else to be present with me. Our choices are; another agents or my Broker, a family member, the Listing Agent or the Seller. Do you have a preference?*

## VACANT HOME PERSONAL SAFETY SCRIPTS

**1. Associate:** *The property you are inquiring about is a wonderful home. Now, it is also vacant...so it's easy to show.*

*Because it's vacant we always meet buyers of vacant properties at our office for safety and security reasons...I am sure you understand why.*

*Can we meet at \_\_\_\_\_ or is there a better time?*

**2. Associate:** *You are inquiring about the property on \_\_\_\_\_, do I have that correct? ...That's a wonderful home; good for you. I don't know if you are aware that it's vacant...that makes setting an appointment to see it easy.*

*I need to inform you that our company policy with vacant properties for safety and security reasons is to meet at our office. I am sure you understand why that's a requirement because of the scary world we live in. Do you have time in the next day or two?*

COMPANY POLICY PERSONAL SAFETY SCRIPTS

**1. Associate:** *Wow that is a wonderful home you have an interest in...It certainly would make sense to further explore that property due to its quality and price.*

*Let's book an appointment...Do you have time later to meet? Due to recent events our company has instituted a policy that for personal security reasons we have to meet new clients either at our office or at a public location like a Starbucks. Let's meet at my office. Do you need directions?*

**2. Associate:** *Based on our conversations it would probably make sense to first meet at the office to set an appointment to see the home at \_\_\_\_\_.*

*For personal safety reasons, for both agents and customers like yourself, our company policy is to meet with a customer in the office or a public location (rather than at a vacant home, an unoccupied home, a home without the seller present). This is so everyone is protected from physical harm. Do you have time later today or tomorrow to do that?*

STRAIGHTFORWARD PERSONAL SAFETY SCRIPTS

**1. Associate:** *Can I share with you a secret about the real estate market that less than 1% of buyers know?*

*According to The National Association of Realtors only 4% of the time when a buyer inquires to see a home, it is the right home for them. So, the odds of this being that perfect home for you is about 4%.*

*We have found by providing consultation services to our clients we can focus on getting you the best value and increase you finding the right home for you much higher than 4%. We can do that easily at our office or we can meet at a public location like Starbucks. I have an opening at \_\_\_\_\_ or \_\_\_\_\_. Are those an option?*

**I HAVE TO GO SOMEWHERE...HAVE LIMITED TIME...  
ON MY LUNCH BREAK...HAVE SOCCER PRACTICE...ETC.**

**1. Associate:** *So how much time do you really have now? Wow...because your time is extremely short that wouldn't be enough time to see, evaluate, and compare this property... Let's book an appointment for when you have a little more time. Does \_\_\_\_\_ or \_\_\_\_\_ work for you?*

**2. Associate:** *When is your next commitment? That's tight on time. It probably would make sense for us to set an appointment... where you are not rushed. How does later this week sound?*

**3. Associate:** *Can I ask how long of a lunch break do you have? Because evaluating and selecting the right home shouldn't be a snap decision, I would assume you will be living in your next home for a number of years, right? ...Well, let's not rush your evaluation process. I would recommend reviewing all your options. What caught your eye about this home?*

**I'M READY TO BUY**

**1. Associate:** *Thank you for sharing that...it's good to know that you are not just a shopper... You might not be aware that when someone inquires to see a home, according to the National Association of Realtors, only 4% of the time it is the right home....it is more likely that this home is not right... than it is the right home. Can we meet at \_\_\_\_\_ so we can help you find the right home well beyond that 4% number?*

**2. Associate:** *I am thankful you are wanting to take advantage of the opportunities in our real estate market in \_\_\_\_\_. Can I ask how long you have been in that 'ready to buy' mode?*

*That long...wow...*

*What caused you to be more active?*

*Have you seen anything that you liked?*

*Did you make an offer on it?*

*Why didn't you make an offer?*

**I'M IN FRONT OF THE HOME RIGHT NOW**

**1. Associate:** *I totally understand from a convenience standpoint, meeting at the home in the next few minutes would be ideal...the challenge is the safety for both of us would be compromised. I am willing to meet you at Starbucks first...it's just a few short minutes away. Can we do that?*

**2. Associate:** *I realize you are excited about this home and want to see it right away. If it wasn't for the fact that we are strangers, not friends, or even acquaintances, I would...it's just not safe for people who don't know each other to meet at a private location...I am sure you see the logic in that....let's meet at \_\_\_\_\_.*

**I WILL JUST CALL ANOTHER AGENT**

**1. Associate:** *I am sure you are a little frustrated with me...do I have that right? I am also sure you will be able to persuade numerous agents to open the door for you. Do you want an agent to provide you more value than just an access key?*

**2. Associate:** *I realize that you can do that easily...any agent you might call would not have the depth of knowledge about this property that I have because I have done the research and know the seller directly...*

*If you have an interest in this property it makes sense to meet. I just can't meet a stranger at a private location alone. Could we meet at \_\_\_\_\_?*

**3. Associate:** *I completely understand you can do that...any agent you might call wouldn't have the level of knowledge about this property. Let me see if I can either get another agent to accompany us or have the seller present...do you have a preference?*

I AM PRE-APPROVED  
I AM PRE-QUALIFIED

**1. Associate:** *That is wonderful...in fact, that certainly will help your ability to negotiate potential price and terms with any seller. It's always a pleasure to help a buyer that has done their homework and is prepared. Because I want to match your level of preparation let's meet at my office, that way I will be able to evaluate, research and provide for you additional options and properties as well. Do you have time where we could meet later this week?*

**2. Associate:** *Your pre-approval clearly indicates that you are a more serious buyer. Thanks for sharing that with me. While the pre-approval certainly removes some questions, it unfortunately doesn't make it safer to meet strangers at a non-secure location. Is meeting either at my office or Starbucks out of the question?*

If they say it is...

*Can I ask why?*

NO TIME; I AM TOO BUSY

**1. Associate:** *I can appreciate being pressed for time. Learning the real estate marketplace, reviewing properties and selecting the right home can be time consuming.*

**Option 1:**

*That's just a few of the benefits we provide to our client so that time investment is reduced. Let's go ahead and meet. Do you have time on \_\_\_\_\_ or \_\_\_\_\_?*

**Option 2:**

*The most time consuming of all is finding that great deal. The best deals are not like buses that come along every 10 minutes. For you to be able to even evaluate and potentially acquire one of those limited best deals we need to book an appointment. Do you have time later this week?*

**2. Associate:** *I certainly understand; and in fact, I was heading out the door for an appointment as well. Let's just book a time later today or tomorrow to meet. What is a good time?*

**3. Associate:** *Typically when most people say that to a real estate agent it's because we are considered salespeople. I have that same reaction to salespeople as well. I don't view my role as a sales role. I am not focused on selling you this home or another home. Based on that agreement should we meet at my office?*

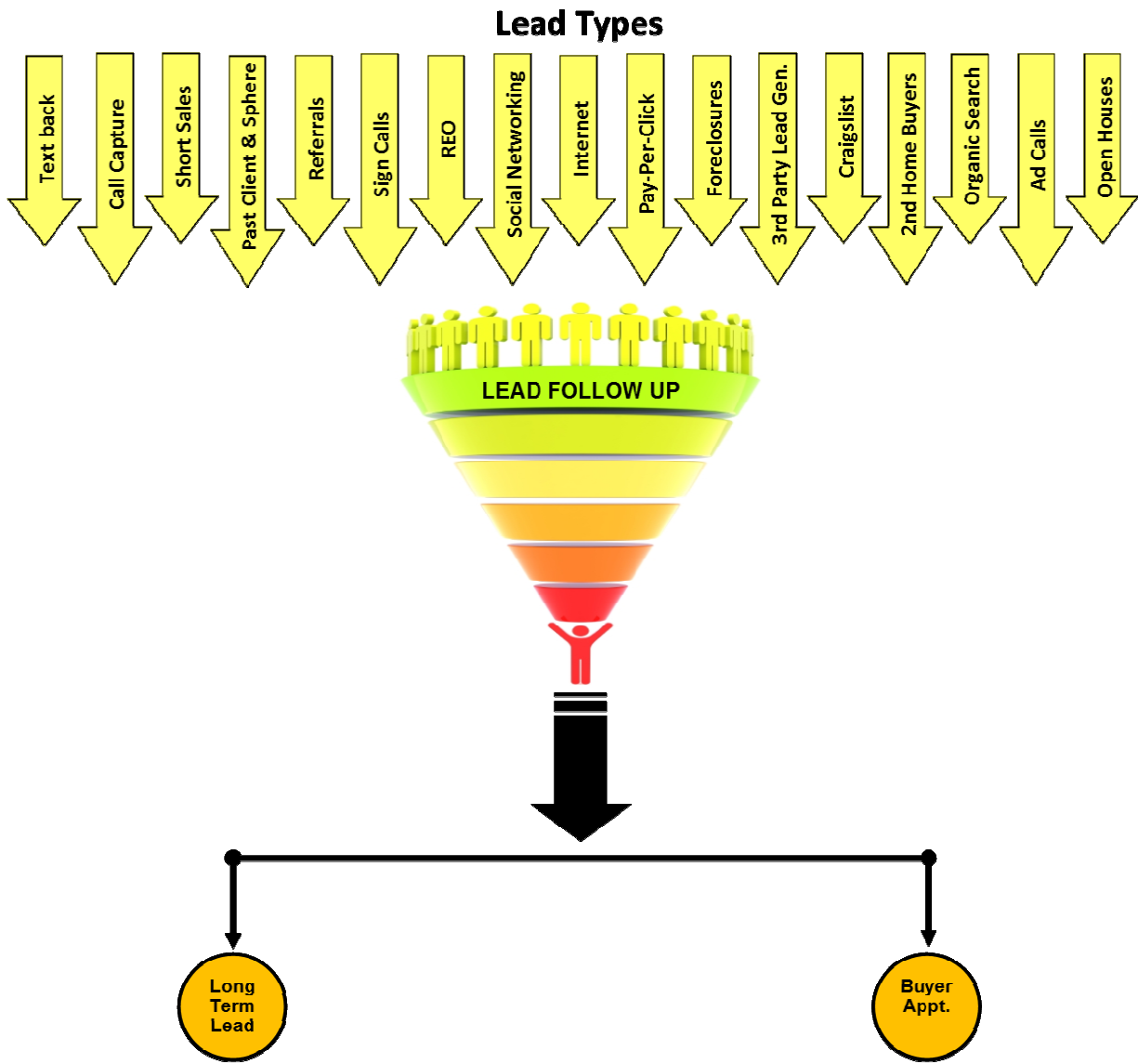
## YOUR OFFICE IS TOO FAR AWAY

**1. Associate:** *So what you're saying is, if my office were closer we could meet there? Now that I understand we do have a branch office at \_\_\_\_\_. Let's meet there.*

**2. Associate:** *So what you're saying is, if my office were closer we could meet there? Because you are obviously busy let's meet at \_\_\_\_\_ (Starbucks, McDonalds, etc.), it's right around the corner. That will enable us both to feel safe in our first meeting. Do you have time at \_\_\_\_\_ or \_\_\_\_\_?*

**3. Associate:** *I understand that I am asking you to drive a little for safety and security reasons. I also know in helping more than \_\_\_\_\_ families in my career, the initial appointment in the office increases the quality of service, enhances your opportunity to acquire a home and save thousands that you can use for something else.*

SALES CYCLE FLOW CHART



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**QUANTIFYING LEADS**

**What is your definition of a lead?**

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**What must they do to qualify to work with you?**

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**We need to understand we must be highly selective of who goes in our follow-up systems...leads cost us time and money.**

ACCURATELY ASSESSING PROSPECT CONVERSION PROBABILITY

URGENCY TO TAKE ACTION (AA, A, B, C, D)

COMMITMENT TO YOU (1, 2, 3)

**AA – WILL TAKE ACTION WITHIN 7 DAYS or LESS**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**A – WILL TAKE ACTION WITHIN 30 DAYS**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**B – WILL PROBABLY TAKE ACTION WITHIN 30 – 90 DAYS**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**C- WILL PROBABLY TAKE ACTION WITHIN 90 – 180 DAYS**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**D – WILL POSSIBLY TAKE ACTION SOMETIME (180 DAYS +)**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**COMMITTED** MEANS YOU WOULD BET BIG MONEY ON IT

**PROBABLY** MEANS BETTER THAN 50% CHANCE OF IT

**POSSIBLY** MEANS 1 TO 50% CHANCE OF IT

**FOLLOW-UP ACTIVITY SHOULD BE BASED ON ACCURATE  
ASSESSMENT OF CONVERSION PROBABILITY**

**WHEN YOU ARE OUT OF INVENTORY YOU ARE OUT OF FUTURE BUSINESS!**

# BUYERS PIPELINE DATE RANGE: \_\_\_\_\_



Client: \_\_\_\_\_

CLIENTCARE@REALESTATECHAMPIONS.COM OR FAX TO: 541-383-8832

Coach: \_\_\_\_\_

	Type*	Date	Name	Source	Pre-Approved	Lender Name	Amount Qualified	Purchase Date Target	Comments
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									

**\*Type Key 0-7**

AA-1 – Committed to Me  
 AA-2 – Probably with Me  
 AA-3 – Possibly with Me

**8-30**

A-1 – Committed to Me  
 A-2 – Probably with Me  
 A-3 – Possibly with Me

**30-90**

B-1 – Committed to Me  
 B-2 – Probably with Me  
 B-3 – Possibly with Me

**90-180+**

C-1 – Committed to Me  
 C-2 – Probably with Me  
 C-3 – Possibly with Me

**180+**

D-1 – Committed to Me  
 D-2 – Probably with Me  
 D-3 – Possibly with Me

**Buyer Mastery  
Weekly Activity Report**  
ClientCare@RealEstateChampions.com OR Fax to : 541-383-8832

Name:																																				
	Week 1							Total	Week 2							Total	Week 3							Total	Week 4							Total	Contact Totals			
	M	T	W	T	F	S/S			M	T	W	T	F	S/S			M	T	W	T	F	S/S			M	T	W	T	F	S/S						
<b>Incoming Leads</b>																																				
Internet Leads							0								0											0								0	0	
Offline Leads							0								0												0								0	0
<b>Contact Numbers</b>																																				
SOI / Past Client							0								0												0								0	0
Initial Contact							0								0												0								0	0
Lead FU							0								0												0								0	0
<b>Production</b>																											<b>Accumulated Numbers</b>									
Prospects Created							0								0												0								0	0
Buyer Appts							0								0												0								0	0
Showing Appts							0								0												0								0	0
Exclusive Buyer Contracts							0								0												0								0	0
Buyer Pended							0								0												0								0	0
Daily Totals	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	

**Buyer Mastery**  
**Weekly Activity Report**  
**ClientCare@RealEstateChampions.com OR Fax to : 541-383-8832**

<b>Name:</b>																																																																					
	Week 1							Total	Week 2							Total	Week 3							Total	Week 4							Total	Contact Totals																																				
	M	T	W	T	F	S/S	M		T	W	T	F	S/S	M	T		W	T	F	S/S	M	T	W		T	F	S/S	M	T	W	T			F	S/S																																		
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**ACTION PLANS – WEEK 1**

1. Implement the lead monitoring forms in your business.
2. Set performance benchmarks for yourself; sales as well as committed clients, consultation appointments, inventory of leads, and lead conversion ratios.