

Buyer Mastery™

Session 3

Taking Command of Your Prospects and Success



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Learn how to master the Four Ways to Increase Production.
- Find out how you can leverage communication with the Pyramid of Persuasion.
- Discover how to connect and convert a prospect in 7 seconds.
- Gain knowledge to avoiding key phone errors of most Buyer's Agents.

FOUR WAYS TO INCREASE PRODUCTION

1. NUMBER OF CONTACTS

2. METHOD OF CONTACTS

3. QUALITY OF PROSPECTS

4. QUALITY OF THE MESSAGE PRESENTED

PYRAMID OF PERSUASION



**It is very important that you have the right:
Strategy, System, Skills, Scripts**

INFORMATIONAL ZONE

Marketing and Direct Mail:

Email and Social Media:

CONNECTION ZONE

Video Email:

Handwritten Notes:

1. No one does it!
2. Your mailbox isn't overflowing.
3. Notes create a personal touch.
4. Receiver's perception of time investment and value.

PERSUASION ZONE

Phone Calls:

Personal Meetings (Face-to-face):

BUILDING SOLID TELEPHONE STRATEGIES AND SKILLS

LIVING WITH THE SEVEN-SECOND RULE

NEVER ASSUME

MAKE YOUR VOICE MUSIC TO THEIR EARS

OPENING STATEMENTS HAVE TO BE SCRIPTED, WORD FOR WORD

KISS-OF-DEATH OPENINGS

Dodging Kiss-of-Death Openings:

- **Don't invite "NO" Responses:**

Examples to avoid:

"My name is Bob. I sell real estate. May I take a few minutes of your time to talk with you about the market?"

"I sent you a brochure about real estate services and was wondering if you got it."

"I sent you information about some properties and was wondering if you got it."

- **The Worst Opening Statement:**

Usual style or approach: *"And, how are you today?"*

Four reasons not to use *"And, how are you today?"*

- It's not sincere
- No imagination
 - People are going to make a decision to listen within the first few seconds
- It doesn't create good rapport
 - Their guard immediately goes up!
- It sets you up for a response you don't want
 - Easily get the reflex "no"
 - They could tell you how they really are
 - If you really know the people, then "And, how are you today?" is an adequate opening.

THE RULES FOR POWERFUL OPENING STATEMENTS

- **Step one: Greet the prospect by name**

- **Step two: State your name**

- **Step three: State your company name**

Add on a tag line or a specialty line:

“We specialize in new home neighborhoods.”

“We specialize in investment property and creating wealth for clients.”

“We specialize in elite Buyers in the Wilmington market.”

“We specialize in selling high-end Eastside real estate properties at the best value.”

“We specialize in giving our clients the inside track to foreclosed homes.”

- **Step four: State why you are calling**

Begin each call with:

“The reason for my call is....”

The purpose of this technique will:

Force you to focus on what your call objective is and get you quickly to your pre-planned offer.

- **Step five: Hook in the benefit statement**

“Hello Mr. Smith. I’m _____ with _____. The reason for my call is we met at an open house on Chestnut last Sunday and there have been some changes in the marketplace that create more opportunities for Buyers. Would you like to know about the changes and opportunities?”

“Hello Mr. Smith. I’m _____ with _____. We specialize in giving our clients the inside track to foreclosed homes. The reason for my call is you accessed information about a distressed property on _____. We have had considerable amounts of success in helping families like yours achieve the home of their desires with a low financial investment. It probably would make sense to understand your situation better...”

Hello Mr. Smith. I’m _____ with _____. We specialize in new home neighborhoods. The reason for my call is you called earlier on our _____ neighborhood. That neighborhood has really been strong in Buyer sales. Since you are exploring new homes, what type of new home neighborhood are you looking for?”

- **Step six: Add a close or bridge**

Closing with a question:

“Let’s set an appointment to talk more in-depth. Is there a time later this week to do that?”

“Our next step would be to meet. I am heading out to an appointment. Now, I do have time at _____ or _____ if either of those works.”

SAFETY ZONE SCRIPTS

1. Associate: *Because we have just met over the phone, at this point, I don't know enough about your situation to guarantee I can help you, and you don't know enough about me to know that I can't help you, so wouldn't it be worth a few minutes to know with certainty?*

CLOSE OPTION

YOU SAY:

Alternate of Choice



I am just heading into another appointment currently. However, I am free later at _____ or _____. Which is better in your schedule?

Direct Option



I have an opening at _____.

Permission Close



With your permission, let's meet later this week, okay?

2. Associate: *_____, here's the truth, I don't know enough about your goals and objectives to know 100% that I can help you like the _____ other clients I have successfully helped in the past, and you don't know enough about me and my process and the results I achieve for clients to know that I can't help you, so why don't we both invest a few minutes to find out if I can help.*

CLOSE OPTION

YOU SAY:

Alternate of Choice



I have appointments the rest of the day. I am open to meet on _____ at _____ or _____. Is one of those better for you?

Direct Option



We only need 5 minutes each. How about _____ at _____?

Permission Close



What is your schedule like later this week?

SAFETY ZONE SCRIPTS CONT.

3. Associate: _____, *the truth is I couldn't possibly help everyone that I speak with in a given week, month, or year, and I wouldn't want to. I operate an exclusive practice and am selective about clients I represent. I believe I can help you like I have _____ others in my career. Are you willing to invest a few minutes with no obligation to find out if what we offer in service aligns with your needs?*

CLOSE OPTION

YOU SAY:

Alternate of Choice



I have availability at _____ or _____. Which one works better in your schedule?

Direct Option



Let's book it for _____ at _____.

Permission Close



When is a good time for you?

BREAKOUT SESSION

BREAKOUT SESSION 3

Agent: You met a potential buyer at an open house last Friday. You have their telephone number. Role-play a lead follow up call with the conversation ending with you asking for an appointment. If you don't get the appointment, review the conversation and set up the next phone appointment.

BREAKOUT DEBRIEF

ACTION PLANS – WEEK 3

1. Determine which of the Fours Ways to Increase Production is holding you back. Resolve changing it this week!
2. Review opening statements and select ones you want to use.
3. Practice opening statements and Safety Zone scripts.
4. Weekly Activity Report and Buyers Pipeline Report due next week!