

# Buyer Mastery™

Session 7

Pushing Through Appointment Objections



To your Achievement of Excellence in Life

**TABLE OF CONTENTS**

**OBJECTIVES.....2**

**OBJECTIONS.....3**

**SIX COMMON FEARS OF BUYERS AND SELLERS .....4**

**CONDITIONS VERSUS OBJECTIONS.....5**

**COMMUNICATION .....6**

**OBJECTION SCRIPTS .....7**

    BUYER PROSPECT OBJECTIONS ..... 7

**BREAKOUT SESSION .....10**

    BREAKOUT SESSION ..... 10

    BREAKOUT DEBRIEF ..... 10

**6 STEP PROCESS TO OBJECTIONS .....11**

**OBJECTION SCRIPTS .....13**

    BUYER OBJECTIONS ..... 13

    INTERVIEW OBJECTIONS ..... 16

**THE CHAMPION DO’S AND DON’TS OF OBJECTION HANDLING .....16**

**ACTION PLANS – WEEK 7 .....18**

## OBJECTIVES

**During this session you will:**

- Identify the Six Common Fears of Buyers.
- Understand and implement the Six Steps of Objection Handling.
- Address specific objections of Buyers.

## OBJECTIONS

**When a client objects, he is telling you exactly what he wants. If you can meet those needs, you are more likely to close the sale.**

**If you look at objections from that view – you'll stop fearing them.**

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**Objections are merely another rung on the sales ladder. They are often the last rung you touch. You either climb up to the completion of the sale, or fall off the ladder.**

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**Become exceptional in a specialized area.**

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**Do something no one wants to do.**

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SIX COMMON FEARS OF BUYERS

**1. Fear of making the wrong decision**

I need to talk with my parents, my spouse, my friend.

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**2. Fear of making any decision**

Let me think about it.

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**3. Fear of change**

We will stay with our current agent. We are going to stay in our home.

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**4. Fear of being cheated**

Will you do what you say? / Bad experience.

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**5. Fear of looking bad to others**

Let me speak to \_\_\_\_\_.

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**6. Fear of acting without sufficient thought or knowledge**

Send me more information

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To handle these we need to:

- Lower the risk
- Reassure they are making the right decision

Minor objections are merely a defense mechanism.

## CONDITIONS VERSUS OBJECTIONS

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## COMMUNICATION

**Verbal:** These are the actual words and phrases you use to communicate to them.

Words carry the least weight.

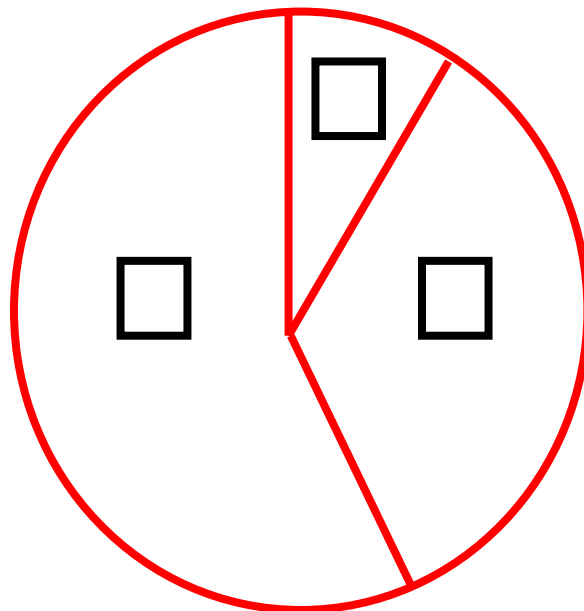
**Vocal:** This is the tone and pace of your delivery. This carries more weight than the words.

**Visual:** What people see when you speak.

Your body language subtly conveys how you perceive yourself and your service.

If you visually convey you are the best your customers will have more faith in your claim.

The salesperson who exudes confidence and excitement will generate the same feeling in customers.



OBJECTION HANDLING SCRIPTS

BUYER PROSPECT OBJECTIONS

**Working with another Agent.**

**Associate:** *That's terrific that you are working with another agent. I am curious; this home you have called about, it's in the MLS. Did your agent suggest you spend your time calling about homes from ads?*

*So, are you committed to that agent or just working with that agent?* (If they don't know, explain the difference. If they need you to explain they are not committed, so go for an appointment.)

*It really matters who represents your interest in the purchase of your next home. It matters in service, communication, price you pay for the home, what home you select, short-term and long-term, appreciation, smoothness of transaction, timeliness of the closing.*

*All these are influenced by who you work with as an agent. That's why I ask you up front about who you were working with because of my concern. That's why I would like to meet with you so you can compare your options of service.*

**CLOSE OPTION**

**YOU SAY:**

- |                     |   |   |
|---------------------|---|---|
| Alternate of Choice | ➔ | <i>I am just heading into another appointment currently. However, I am free later at ____ or _____. Which is better is your schedule?</i> |
| Direct Option       | ➔ | <i>I have an opening at _____.</i>  |
| Permission Close    | ➔ | <i>With your permission, let's meet later this week, okay?</i>  |

**Just looking/not ready for a Realtor.**

**Associate:** *I certainly understand that you are probably in the information gathering stage would that be correct?*

*Let me ask you this, if you found something you really liked then what would happen? So it might prompt you from just looking to move right into buying. Is that what I am hearing?*

*Rather than doing that or an impulse as many buyers do I merely want to share with you a Market Trends Report so you know clearly the market numbers, inventory levels, sales, absorption rates, so as you are looking you can see what real values based on the state of the market and the trends of where*



## BUYER MASTERY SESSION 7 – PUSHING THROUGH APPOINTMENT OBJECTIONS

*the market is heading to. It only takes a few minutes but it will save you thousands when you decide the timing is right for you.*

### CLOSE OPTION

### YOU SAY:

- Alternate of Choice → *I am booked with appointments the rest of today but I do have time at \_\_\_\_ or \_\_\_\_\_. Which of those is better for you?*
- Direct Option → *The information is quite valuable. I could meet at \_\_\_\_\_. Does that work for you?*
- Permission Close → *When would be the best time to review it with you?*

**Associate:** *That's just fine that you are just looking. You might be interested to know that's the stage that a good Realtor can add a lot of value.*

*If we could spend a few minutes together, I can save you some time and help you avoid some of the pit falls that many people make in the "just looking stage." I can direct you to some resources and websites that will make the looking stage you are in more productive and fun.*

### CLOSE OPTION

### YOU SAY:

- Alternate of Choice → *I am booked with appointments today but I am open at \_\_\_\_\_ or \_\_\_\_\_. Does either of those times work?*
- Direct Option → *I know I can help. Let's meet at \_\_\_\_\_.*
- Permission Close → *Shall we meet later this week? When is best for you?*

**Have to check with spouse or significant other.**

**Associate:** *I can certainly understand. I would need to check with \_\_\_\_\_ my \_\_\_\_\_ as well. Let me give you my cell number; do you have a pen handy? It's \_\_\_\_\_. My schedule has a tendency to fill with appointments. Let's go ahead and at least get you a slot in my schedule. Would \_\_\_\_\_ on \_\_\_\_\_ be better for you?*

*Then you check with your \_\_\_\_\_ to make sure that it works for her/him as well. If it doesn't call me back and we can adjust the time and day... alright? What is the best number to reach you?*

**Bad previous experience with a Realtor.**

*Associate: I am sorry about your previous bad experience. May I ask what happened? I can understand your feelings and concerns. May I ask what business you are in? The \_\_\_\_\_ business, that's great. Well I would assume that all \_\_\_\_\_ are not the same correct? There are some \_\_\_\_\_ that are good and some \_\_\_\_\_ that are poor. We have the same in real estate. You unfortunately got the Realtor that was in the poor group.*

*I'm sure if we meet, your fears would be put at ease. You would gain invaluable insight into the marketplace, the market trends, sales and property inventory levels. This would help you and your family make the best decision on your next home.*

**CLOSE OPTION**

**YOU SAY:**

- |                     |   |  |
|---------------------|---|--|
| Alternate of Choice | ➔ | <i>I am available at _____, also at _____. Which time is best for you?</i> |
| Direct Option       | ➔ | <i>We only need 30 minutes. How about _____ at _____?</i>                  |
| Permission Close    | ➔ | <i>What works best this week for you?</i>                                  |

**Exact Address.**

*Associate: I would be happy to give you the address... Wow that is a really great home. I am familiar with that home and I know that you will want to see the inside as well. This will help you avoid an extra trip and extra time.*

*By waiting to drive by then booking an appointment to see the inside you can often lose the opportunity of the best homes.*

**CLOSE OPTION**

**YOU SAY:**

- |                     |   |   |
|---------------------|---|---|
| Alternate of Choice | ➔ | <i>I could meet at _____ or if that isn't convenient then I am also open at _____. Does either of those work?</i> |
| Direct Option       | ➔ | <i>Let's meet at _____.</i>   |
| Permission Close    | ➔ | <i>When is best this week for you?</i>  |

*Associate: I would be happy to give you the address. If this home isn't right for you, if you can share with me what's important to you I can suggest some other properties that we have that you can view online, drive by and preview. Can you describe the home you are wanting?*

*What features are important to you?*

**Won't give out name.**

**Associate:** *I know exactly how you feel. I understand no one wants to feel pressured. If a really good buy comes up, is that something you would want to know about?*

*Because the best values just happen they are unplanned. The most important service I offer a buyer is gaining them access to that inside world then show them how to secure a home in it. Suppose such a home becomes available. How can I reach you?*

*Sir or maim, would you allow me to share something with you please? I wouldn't take up your time or mine unless I felt that I could be of service to you. I would not want to waste your time. I can sense your apprehension about giving out your name and number because you are fearful of being bugged or pestered by a salesperson trying to sell you or sell you something you don't want... Do I have that about right? I really don't operate that way. I specialize in finding the best values in the marketplace for any clients; so let's spend a few minutes focusing on that. Tell me what you are really looking for in a home?*

## BREAKOUT SESSION

### BREAKOUT SESSION 7

**Associate:** Your buyer has called in on one of your properties. You are trying to get them to a face-to-face either in your office or at a neutral site.

**Buyer:** You may use one realistic buyer objection.

### BREAKOUT DEBRIEF

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6-STEP PROCESS TO OBJECTIONS

1. PAUSE

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2. ACKNOWLEDGE

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3. EXPLORE

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Tell me about it...

Why do you feel that way?

4. ISOLATE

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**Isolating the Objection**

1. Is that the only reason that holds you back from moving forward with me?
  
2. Other than that, is there any other reason you can think of that would cause you not to purchase this home?
  
3. Suppose that we could find a satisfactory solution to this important concern of yours – would you give the go ahead to me?
  
4. IF this problem did not exist would you be ready to proceed right now?
  
5. Is this the only problem that is holding you back?
  
6. Before I answer your question, are there any other concerns that are holding you back from enjoying this home?
  
7. I understand that you need more time to think. I'd like to help you. What exactly do you need to think about?

5. ANSWER

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6. CONFIRMATION OR CLOSE

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Belief in your solution

Summarize

OBJECTION HANDLING SCRIPTS

BUYER OBJECTIONS

What price do you think the seller will take?

Associate:

Neutralize – *Are you saying that you would like to purchase this property?*

Confirmation – *I know the seller will accept full price, beyond that you and I will have to find out. Should we try to acquire this house?*

**I want to think it over.**

**Associate:** *I understand how you feel because I have felt the same way whenever I've made a major purchase. What is your greatest concern?*

**Associate:** *I understand your concern; I've found that the best time for me to think it over is when the facts are fresh in my mind. Why don't we spend a few additional moments going over the pros and cons of this home and I'm certain your decision will be an easier one. What are your biggest concerns?*

**Associate:** *I certainly appreciate your need to think it over. Can you help me get a feel for your concern? May I ask, what is it that you have to think over?*

**Associate:** *I can understand you do not want to rush a decision. Help me understand what we need to think over? Is it the location, style, area, lot size, amenities, etc. (Narrow down to the most common issue).*

**Associate:** *I understand how you feel. I had a client recently in this situation. In their experience, they thought it over long enough that they missed the right home for them. They had to settle for our second choice. I wouldn't want that to happen to you. What are the things you really like about this home?*

**Associate:** *I do not want to see you lose the right house like many people do. I do not wish that experience for you. I'd rather encourage you to take action now than to disappoint you if we waited too long. How disappointed would you be if you ended up losing this home?*

**The landscaping isn't nice.**

**Associate:** *In your opinion, what would make the landscaping nicer? Is that something we should ask the seller to do or would you rather take on the landscaping?*

**The house is nice; however, it needs a new roof.**

**Associate:** *If it weren't for the roof, is this the house that you are interested in?*

**Associate:** *Mr. and Mrs. Buyer, you will be living in and enjoying this home long after the inconvenience of repairing the roof. We certainly can try to get the seller to pay for part of this repair. Sometimes sellers are willing to help and most of the time they are not. Would you like to begin the necessary paperwork here or would it be more convenient to go back to the office where we can be more comfortable?*

**We can wait a couple of days, it will still be here.**

**Associate:** *I appreciate how you feel; you realize it might not be here given the marketplace, price range, quality of the home and pool of buyers, it is possible. How would you feel if I have to call you tomorrow and tell you the house you're interested in is sold?*

**Associate:** *Mr. and Mrs. Buyer, I don't want to be put in this position...and yes, you can wait a couple days; unless in your opinion you would feel a sense of loss if I called you and told you the house were sold. You obviously feel this house is a good match for your family. What is it that is causing you to want to wait?*

**The bedroom / kitchen / living room is too small.**

**Associate:** *I agree that the \_\_\_\_\_ is on the smaller side. There are some advantages to this home. It's in your investment range. It has many of the other features you want. Is the larger \_\_\_\_\_ a necessity for you?*

**Maybe something better will come in on tomorrow's listing.**

**Associate:** *In order to help me understand what else you may be looking for, would you please share with me what you feel would make this house better suited for you?*

**Associate:** *In order to serve you better, what are the key things you feel you must have that this house does not possess?*

**I just want to look. If I find something I like, then I will sell my house.**

**Associate:** *Am I to understand that you are prepared to purchase the home of your choice without using funds from the sale of your present property?*

**Associate:** *Are you prepared to potentially lose the house of your dreams due to a contingent offer?*

**It is nice; however, it is not exactly what we want.**

**Associate:** *May I ask you a question? What would you change to make it closer to what you want?*

**Associate:** *I understand how you might feel based on what we have looked at. We have several options to pursue. We can increase our investment range, broaden our search area, or both. Which of those do you want me to pursue?*



INTERVIEWING OBJECTIONS

I want to think it over.

**Associate:** *I agree that this is a difficult decision to make and I agree that it's one that you should take time to do. So, let me ask you this: What will you be thinking over?*

**Associate:** *I agree that evaluating a decision is key. If you had to make a decision right now, whether to list with me or not, what would you decide...why don't we go ahead? Do you realize it takes a week to ten days to alert the world you are for sale? Can we really afford to wait?*

THE CHAMPION DO'S AND DON'TS OF OBJECTION HANDLING

1. LET THEM BE HEARD

This is a \_\_\_\_\_:

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2. ARGUE AND LOSE

This is a \_\_\_\_\_:

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**3. SHRINK IT DOWN TO SIZE**

This is a \_\_\_\_\_:

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**4. THE BUT OF THE PROBLEM**

This is a \_\_\_\_\_:

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**5. GET OFFENSIVE**

This is a \_\_\_\_\_:

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**ACTION PLANS – WEEK 7**

1. Finish the QuadraTrack™.
2. Buyer Pipeline
3. Triple Track
4. Practice and role-play.