

Buyer's Agent Coaching™

Session 14

Moving a Buyer Prospect Out of Neutral into Buy!



To your Achievement of Excellence in Life

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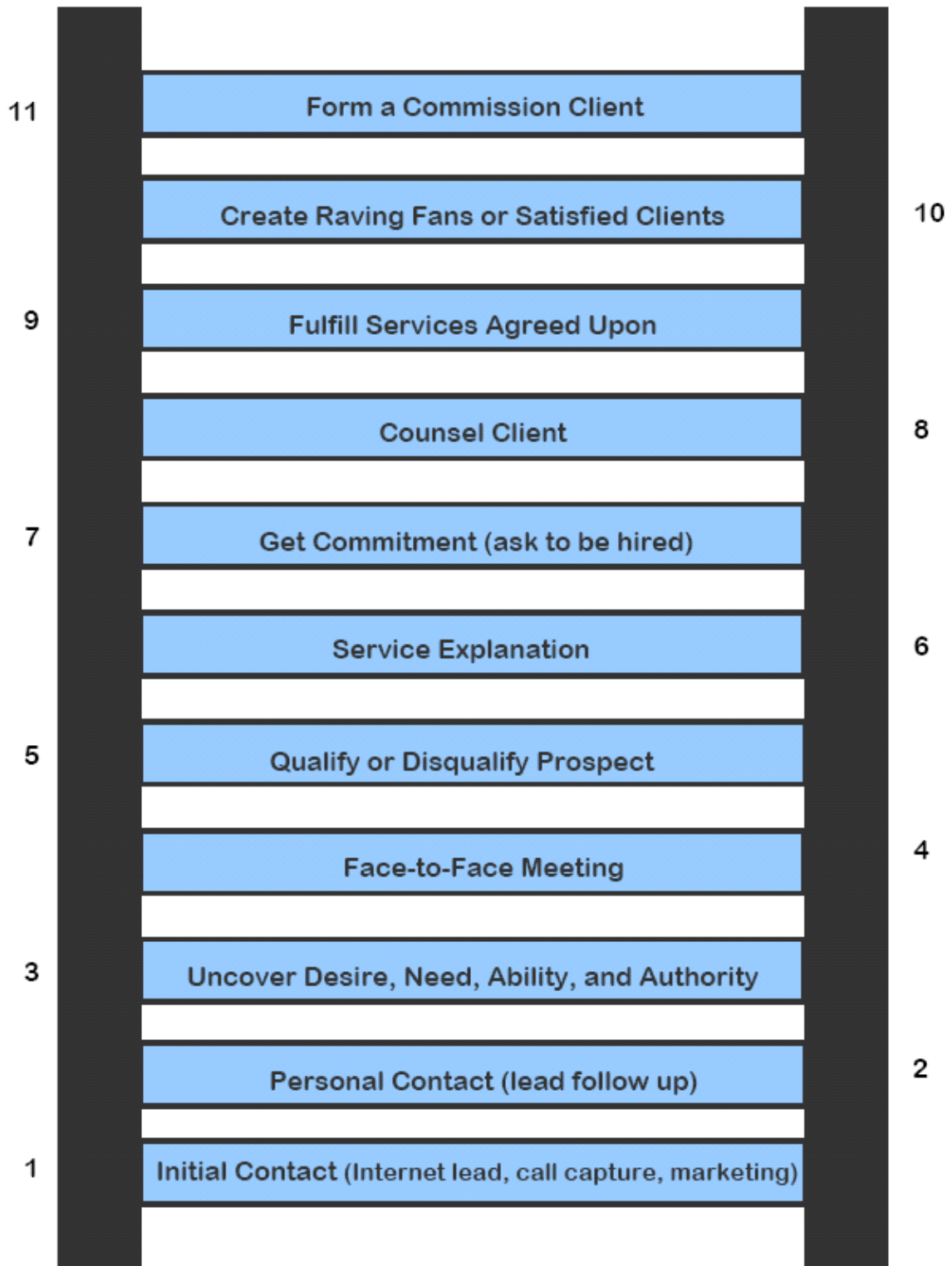
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OBJECTIVES

During this session you will:

- Master the Sales Success Ladder.
- Achieve a better understanding of people and prospects.
- Test a prospect's DNA².
- Learn the power of the pause.

SALES SUCCESS LADDER



RULES OF READING PEOPLE

1. People are egocentric.

2. People make decisions emotionally.

3. People will justify their decisions with reasons.

4. People delay making decisions.

5. People fear losing something.

Two types of fear of loss:

- A. Losing something you have.
- B. Losing the change to have something you want.

Both of these are forefront in your customer's thoughts.

DESIRE, NEED, ABILITY, AND AUTHORITY

DESIRE

- Relates to wanting to do it.
- Also relates to a timeframe...do it now!
- There is a difference between desire and interest. Anyone can have interest.

NEED

- You have identified a void that your service can help them overcome.

ABILITY

- This relates to financial capacity.
- Do they have the ability financially to move forward?
- Do they have the down payment necessary?
- Do they have the necessary credit score to secure financing?
- Can they make the projected monthly payment based on the income to debt ratio?

AUTHORITY

- Are they the ultimate decision maker with regard to this decision or is there someone else involved in the decision?
- Is there anyone else's guidance that you will be seeking to make this decision?

SCRIPTS

1. *“Mr. Smith, I need your help. We have talked _____ number of times in the last few weeks. I have sent you information on the marketplace and our services. I really have begun to understand your needs for your family, but I need a little more clarity to do the best job for you. We can easily accomplish this in a short appointment. Would _____ or _____ be better for you?”*
2. *“Mr. Smith, I could use a little assistance from you. We have been working together for _____ weeks. I have invested time because I know I can really help you and your family and I felt a connection with you. I really would like the opportunity to serve you, but I am now sensing something is not quite right. Do you mind me asking what that is?”*
3. *“Mr. Smith, I need your assistance. Over the last few weeks you have given me every indication that you wanted to make a change in your home for your family. I would like to know if there is an opportunity to do some business or is the timing not quite right at this point?”*
4. *“Mr. Smith, if we can provide you with a better probability of finding the right house for you and your family at a competitive price with competitive financing, is there any reason why we cannot do business together?”*
5. *“Mr. Smith, if we can provide you with the highest probability of you achieving your goals with regard to purchasing a new home, more than any other real estate firm, what will you do?”*

YOUR PRESENTATION AND SALES PROCESS

Your words must go through the same steps as a master silversmith to achieve perfection.

Your sale process needs to be like a great piece of music.

Keys to getting your prospect to open up:

- ✓ Sincere approach and tone.
- ✓ Ask for the prospect's help.
- ✓ Give them an out.
- ✓ Don't be attached to any answer they give you.

If the response is positive:

“Mr. Smith, that is great. We have both put some time and effort into achieving your goals. When do you think we can get started?”

“Mr. Smith, that’s wonderful. I know you have been doing your research for awhile. That should give you comfort in moving forward. When would you like to take the next step and meet?”

Press for specific commitment.

- ✓ Timetable
- ✓ Activity table

Prospects will say when there is a discrepancy between their perception of where they are and their opinion of where they should be.

If people don't feel or recognize that discrepancy, they won't buy your service.

STALL SCRIPTS

“Would you ever see yourself using a service like mine?”

If “yes”, then ask:

“Under what circumstance?”

If “no”, then ask:

“Why?”

BREAKOUT SESSION

BREAKOUT SESSION 14

Associate: You have a prospect stuck in neutral. You have not had a face-to-face appointment they review the properties you send them, and engage when you speak on the phone.

BREAKOUT DEBRIEF

ACTION PLANS – WEEK 14

1. Evaluate your “key” prospects based on the Sales Success Ladder. Move them up at least one rung this week.
2. Practice your scripts this week twice with your role-play partner.
3. Use straightforward scripts with stall scripts on at least 5 prospects.