

Buyer's Agent Coaching™

Session 23

Setting Up Your Long-Term Success



To your Achievement of Excellence in Life

TABLE OF CONTENTS

OBJECTIVES..... 2

THE STEPLADDER OF NEED 3

PROFESSIONAL RESOURCES 4

DEALING WITH NON-QUALIFIED PROSPECTS..... 5

ACCURATELY ASSESSING PROSPECT CONVERSION PROBABILITY 6

YOUR BUSINESS GPS 7

45-DAY AFTER THE SALE SYSTEM CALL SEQUENCE..... 8

ACTION PLANS – WEEK 23..... 8

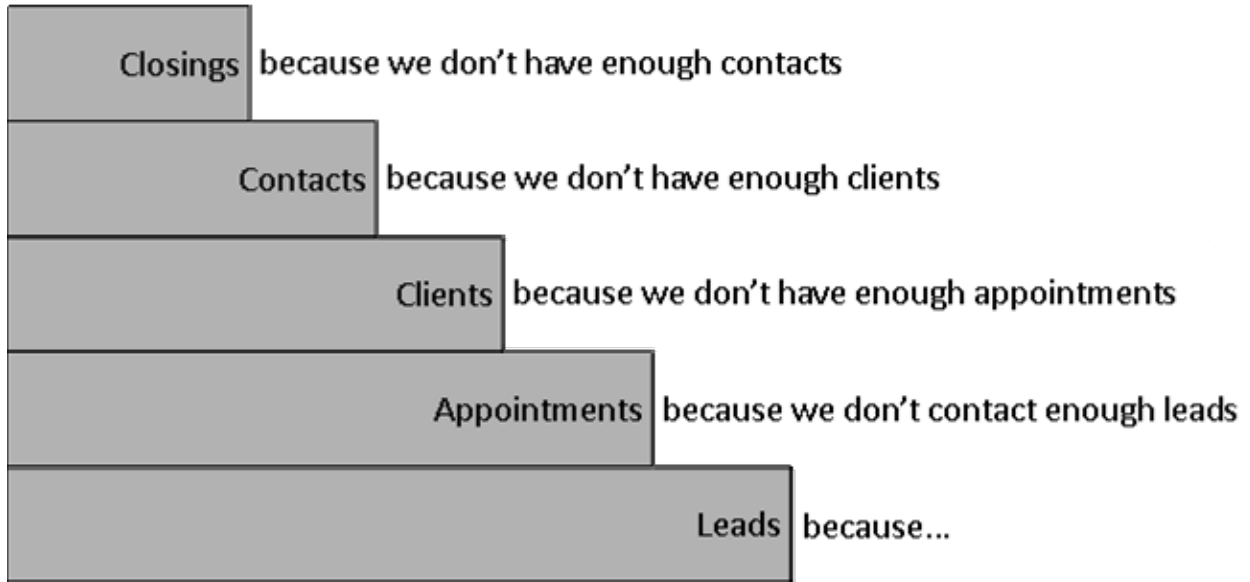
OBJECTIVES

During this session you will:

- Move yourself out of the Stepladder of Need
- Create your Business GPS
- Craft your Disciplines of a Champion
- Set yourself up for long-term success

THE STEPLADDER OF NEED

We don't have enough:



We don't contact enough leads because...

- We are not confident in our presentation
- We do not schedule and prepare for it
- We don't know what to say

Persistence will create the payoff

- With prospects in lead follow up
- On the phone asking for the appointment
- Don't just ask once

PROFESSIONAL RESOURCES

1. Time

2. Knowledge

3. Energy

4. Money

5. Emotion

DEALING WITH NON-QUALIFIED PROSPECTS

CONCEPTS:

1. Make good "business decisions"
2. You work on a "contingency fee" basis
3. You have limited resources
4. You have personal responsibilities
5. You can't help everyone
6. Rate prospects:
 - Qualified now
 - Future qualified prospects
 - Marginally qualified prospects
 - Non-qualified prospects

RATING PROSPECTS: FUTURE QUALIFIED PROSPECTS

1. Put on hold
2. Give access to available listing information
3. Invite to drive-by
4. Do not show until qualified

RATING PROSPECTS: MARGINALLY QUALIFIED PROSPECTS

1. Tell prospect you are not available now
2. You know a good agent who is available
3. Refer then to a "less efficient" agent

RATING PROSPECTS: NON-QUALIFIED PROSPECTS

1. Be candid
2. "I can't help you because (situation)."
3. "If (your situation) changes I would like to help you."

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**

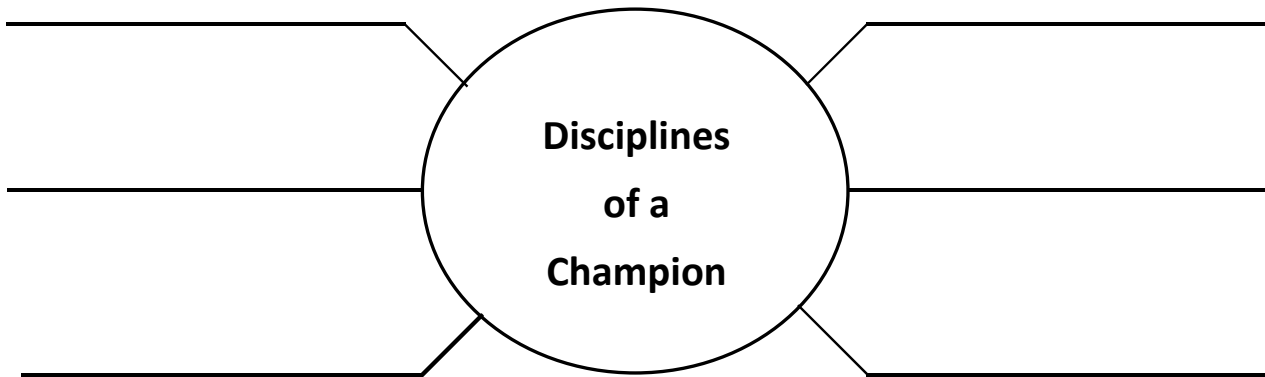
WHEN YOU ARE OUT OF INVENTORY YOU ARE OUT OF FUTURE BUSINESS!

YOUR BUSINESS GPS

1. Buyers Pipeline

2. Triple Track

3. Disciplines of a Champion



45-DAY AFTER THE SALE SYSTEM CALL SEQUENCE

1st Day	<i>"Thank you for allowing me to serve"</i>
3rd Day	<i>"How did the move go?"</i>
7th Day	<i>"Are you getting out of boxes?" "Is there anything you found wrong?"</i>
14th Day	<i>"Have you met the neighbors?" "How are the kids doing?"</i>
30th Day	<i>"Congratulations! You are on your 30th day in your new home!"</i>
45th Day	<i>"Is there anything that I can do?"</i>

ACTION PLANS – WEEK 23

1. Practice scripts and dialogues
2. Complete your Disciplines of a Champion
3. Review Triple Track and Your Buyer Pipeline weekly