



# Virtual Top Gun Academy™

## Session 5

### Effective Qualifying and Pre-Listing Strategies



**TABLE OF CONTENTS**

**OBJECTIVES..... 2**

**A SUCCESSFUL MARKETING PRESENTATION ..... 3**

**QUALIFYING THE CLIENT AND THE APPOINTMENT ..... 3**

    TWO KEYS ..... 3

    CLARIFY..... 3

**LEAD PROSPECT PRE-QUALIFYING QUESTIONS..... 4**

**PRE-LISTING PACKAGE POINTERS ..... 9**

**BREAKOUT SESSION ..... 11**

    BREAKOUT SESSION 5 SCENARIO ..... 11

**YOUR MISSION – WEEK 5 ..... 11**

**OBJECTIVES**



**During this session you will:**

- Learn to qualify the listing prospect and the appointment.
- Pre-sell yourself to your selling prospects.

## A SUCCESSFUL MARKETING PRESENTATION

A successful marketing presentation is:

- Getting the home listed at the appointment.
- Securing it at the right price.
- Getting the seller to commit to 180 days or more in length.
- You have lowered the seller's expectations to a reasonable level.

What do you think is the most important part of the marketing presentation?

---

## QUALIFYING THE CLIENT AND THE APPOINTMENT

Qualifying is the skill that truly separates the top sales performers from the rest.

### TWO KEYS

The two keys in the qualifying process are:

1. Asking questions
2. Taking notes

### CLARITY

If you don't completely understand their response or answer:

- ➔ Repeat the question to clarify
- ➔ Say, *"I am not sure what you meant by that."*
- ➔ Ask, *"Can you clarify that for me?"*

What the prospect has to say is more important than what you have to say.

**VIRTUAL TOP GUN™**  
**LEAD PROSPECT PRE-QUALIFYING QUESTIONS**

Sellers Name \_\_\_\_\_

Property Address \_\_\_\_\_

Do they live at the address? \_\_\_\_\_ Yes \_\_\_\_\_ No

Are there two decision makers? \_\_\_\_\_ Yes \_\_\_\_\_ No

Did I talk with both? \_\_\_\_\_ Yes \_\_\_\_\_ No

Who did I talk with? \_\_\_\_\_

When did I talk with them? \_\_\_\_\_

Hi, \_\_\_\_\_, this is \_\_\_\_\_ at \_\_\_\_\_. Are you and your spouse or significant other both going to be there? Before I come out, there are some questions I need to ask. Is this a good time for me to ask?

1. Where are you hoping to move to?
2. Tell me about your perfect timeframe. When do you want this move to happen?
3. Is there anything that would cause you not to make this move?
4. How many properties have you sold in the past?

5. When was your last sales experience?
  
6. What was your experience with that sale?
  
7. How did you select the agent you worked with?
  
8. What did you like best that they did?
  
9. What did you like least?
  
10. And, how much do you want to list your home for? (Number/Motivation)

**“I don’t know”**

***“Since I know the market in our area, and I sell a lot of homes in your area, when I give you the value on your property I am assuming you will list at that price?”***

**“That depends”**

*“So, you obviously have some kind of idea of what number you’d like to sell it at? Please tell me, what is that number?””*

11. Are you planning on making another investment in another house? How much are you hoping to put down on the next property?
  
12. Are you expecting that entire amount down to come from the proceeds of this house, or are you going to put down additional funds?

*“I desire, as a professional agent, to give you all the information you need to make the best decision for your family. I always do a net sheet for my clients, so they know the true amount they are going to net out of the sale of their home. To do that, I need to know more information about your current property.”*

13. How much do you owe on the property?

14. Are you interviewing any other agents?

**“Yes”**

*“Have you interviewed everyone, or are there still more to come? I’m curious...who are you speaking with?”*

**“Won’t Say”**

*“I understand. Which companies are you considering?”*

**“We found our company: \_\_\_\_\_”**

*“That is a good firm. Who did you happen to talk with?”*

15. Please describe your home for me.

\_\_\_\_\_ Bedrooms

\_\_\_\_\_ Square feet

\_\_\_\_\_ Bathrooms

\_\_\_\_\_ Type of home

Yard, landscape \_\_\_\_\_

Condition of property \_\_\_\_\_

16. Are you planning on listing your home with me when I come out on \_\_\_\_\_?

**Anything but “Yes”**

*“Really? Why is that?”*



**“I don’t know”**

*“Well, if we have the right marketing tools and the right plan to get your home sold and we provide the service we just talked about will you list your home at that time?”*

17. What is your expectation of the agent you choose? Besides \_\_\_\_\_ is there anything else you would like?

18. What are the specific services that you want from me?

19. What would it take for you to be confident that our service will meet your requirements?

20. How will you measure success in our relationship?

21. So, if I provide you \_\_\_\_\_ and \_\_\_\_\_ and \_\_\_\_\_, what will you do?  
Would we have a basis for doing business together?

22. Do you have any final questions that you need answered before I come out?

**PRE-LISTING PACKAGE POINTERS**

CREATE AN EFFECTIVE TEMPLATE

---

---

---

DYNAMIC DELIVERY

---

---

---

ENHANCE YOUR CREDIBILITY

---

---

---

PAPERWORK PREVIEW

---

---

---

INTRODUCE PRICING PHILOSOPHY

---

---

---

POSITION YOURSELF

---

---

---

STRATEGIC PARTNERS AND TEAM

---

---

---

**BREAKOUT SESSION**

BREAKOUT SESSION 5

**Role-Play:** Identify a question in the pre-qualification process that you think you might have a tough time asking. In the breakout session, each of you needs to bring up that question to your group and get some input as to how you might deliver it, or help you ask back up questions to gain clarity.

**YOUR MISSION – WEEK 5**



1. 5-5-5 daily. Report your prospecting numbers to your Accountability Partner.
2. Practice the pre-qualifying questions several times this week.
3. Meet with your Accountability Partner at least once this week to role-play the questions and discuss your prospecting.
4. Begin designing your pre-listing package. Send a first draft to your Accountability Partner.