

Expired Mastery™

Session 6

Becoming The Agent They Choose



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Understand the importance of qualifying the listing appointment with Expired sellers
- Decide on a strategy to accomplish that qualification
- Maintain proper perspective and attitudes to achieve ongoing success toward Expired Mastery

BETTER INFORMATION

How the prospect thinks?

How they are going to make the decision?

When they are going to make the decision?

What are the most important factors in their decision on who to list their home with?

How they typically make a decision of this magnitude?

Who might have more influence on the decision in the couple?

Are there other outside influencers?

WHEN TO QUALIFY...

OPTION A

Book the appointment...then ask while on the phone.

Script:

Thanks for the opportunity to meet with you on _____ at _____. _____, in order for me to be well prepared I would like to get a little more information about your goals, objectives and your home. It takes about 15-20 minutes, do you have time now or would you like to do that at another time?

OPTION B

Incorporate the script into your first step of your two-step listing process.

Script:

I really appreciate the opportunity to meet with you today about your goals, dreams and objectives for your family. In order for me to provide the highest quality service to my clients I prepare in advance a series of questions so I can clearly understand your expectations and exceed those expectations. Would it be alright if we spend a few minutes working through those questions now?

OPTION C

Ask them a few days to 24 hours before the appointment.

Script:

Hi, _____, this is _____. I am looking to our appointment on _____ at _____. Are you and your _____ both going to be there? Because I am investing time to be well prepared I need a little more information about some of your goals and objectives as well as a little more detail about your home. I have some questions I need to ask. I need about 15 minutes so I can do the best job for you. Is now a good time for me to ask them?

EXPIRED PRE-LISTING QUESTIONS

TIMEFRAME AND MOTIVATION QUESTIONS

- 1. Where are you hoping to move?**
- 2. How soon are you hoping to be there? (Motivation)**
- 3. Tell me about your perfect timeframe. When do you want this move to happen?**
- 4. Is there anything that would cause you not to make this move?**

PAST LISTING QUESTIONS

- 5. What do you feel caused your home not to sell?**
- 6. How effective was the marketing in generating leads, calls, traffic, showings and offers?**
- 7. Do you think the marketplace had an effect on your home not selling? How much of an effect do you think it had?**
- 8. Do you think your initial asking price had an effect on your home not selling? How much of an effect do you think it had?**
- 9. If you had to select only one reason or fact why your home didn't sell of all possibilities, what would that be?**
- 10. What was the most frustrating part for you during your previous listing period?**
- 11. Was there anything that you feel was missed by your previous agent?**

EXPERIENCE QUESTIONS

- 12. How many properties have you sold in the past?**
- 13. When was your last sales experience?**
- 14. What was your experience with that sale?**
- 15. How did you select the agent you worked with?**
- 16. What did you like best that they did?**
- 17. What did you like least?**

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GUTS QUESTIONS

18. And, how much do you want to list your home for? (Motivation)
19. Are you planning on making another investment in another home? How much are you hoping to put down on the next property?
20. 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.

21. How much do you owe on the property?
22. Have you ever thought about selling it yourself?
23. Are you interviewing any other agents?
24. Please describe your home for me.

_____ Bedrooms _____ Square feet

_____ Bathrooms _____ Type of home

Yard, landscape _____

Condition of property _____

25. Are you planning on listing your home with me when I come out on _____?
26. Did you receive the package of information we sent you?
27. Did you fill out the information that was in the packet? We sent a number of disclosure forms.

EXPECTATION QUESTIONS

28. What is your expectation of the agent you choose?
29. What are the specific services that you want from me?
30. What would it take for you to be confident that our service will meet your requirements?
31. How will you measure success in our relationship?
32. So, if I provide you _____ and _____ and _____, what will you do?
33. Do you have any final questions that you need answered before I come out?

ATTITUDE

Protect your attitude.

CONTROLLING YOUR ENVIRONMENT

- Limit the interruptions and discussions before your prospecting and lead follow-up are done.
- Don't try to recruit others.
- You must recognize that making mistakes, having problems, and hearing "no" are all part of the process of being a telephone salesperson. The fatality only occurs when you quit.

"Nothing in the world can take the place of persistence.

Talent will not; nothing is more common than unsuccessful men with talent.

Geniuses will not; unrewarded genius is almost a proverb.

Education will not; the world is full of educated derelicts.

Persistence and determination alone are omnipotent."

- Calvin Coolidge, our 30th President

CREATIVE AVOIDANCE

Creative avoidance is your enemy.

EVALUATING

Evaluating where you are and your needs.

- The salespeople who rise to the top in any sales organization are the ones who are most willing to be honest with themselves in terms of their strengths and especially their weaknesses.
- By tracking your sales ratios, you establish a personal honesty system that is based on facts, not conjecture.