

Outline for April 10th, 2012 Coaching Call

How to Create and Deliver A Bullet-Proof Listing Presentation

- I) Your Questions/Real World Situations & Challenges
 - OR** One of John's Blasts from the Past!
 - A) What situations/challenges/successes did you have this past week with your Inbound and/or Outbound Calls?
 - OR** John to share a one-to-one Coaching Client's Success!
- II) The Pre-Listing Process
 - A) Setting the table on the initial call from/to The Seller.
 - 1. The number one characteristic of a saleable listing.
 - 2. The other characteristics of a saleable listing.
 - 3. Pre-qualifying The Seller.
 - 4. Are they interviewing other Agents?
 - B) The Pre-listing Package:
 - 1. Purpose
 - 2. Less is more
 - 3. E-mail versus snail mail versus you deliver it.
 - C) The mindset.
 - 1. What do Sellers really want to know?
 - 2. What do we always want to tell them?
- III) The 10 Steps of your Listing Presentation:
 - A) **The 12 Steps:**
 - 1. Review of the Qualifying Questions.
See handout
 - 2. Uncovering the Client's needs.
See handout
Role Play finding Pain



3. Reviewing the Client's needs and expectations.
 4. Previewing The Property
 5. Discussing motivation and the price of the property.
Role Play
 6. Asking and Answering **THE BIG QUESTION.**
 - a) Why should you hire me?
 - b) You market stats versus your (or your office's stats).
 - i. Percentage of listings taken to listings sold.
 - ii. Percentage of asking price to sold price.
 - iii. Days on Market
See handout
 - c) If they've interviewed other Agents.
d) Role Play
 7. The Seventh Inning Stretch.
 - a) I would rather turn you down...
b) Role Play not having a realistic price point from The Seller - So it's over...
 8. Discussing the features of our Service and how those features will benefit the Seller.
 - a) The Slippery Slope – ask The Seller what he/she/they want to know.
 - b) The Proquest System – the game changer!!
 9. A Question & Answer session, where we'll most likely be handling some objections. - **Role Play Commission Objection**
 10. Exchange of Commitments - **Role Play**
 11. Review of The Paperwork
 12. The Post Closing Segment
- IV) A Final word about The Skills Sets Required
- V) Q&A/Discussion

