

The Listing Process – Soup to Nuts

I) The Inbound Proquest Seller Call

A) It all begins with a mindset of belief, and positive expectation.

1. I can't believe it, but when I look at some Proquest reports...
2. Why?
3. Remember, 20% -25% of callers have a house to sell!
4. Our 3 Biggest Fears:
 - a) Fear of not being in control of our own lives.
 - b) Fear of Success.
 - c) Fear of Failure.
5. You attract to yourself what you are!

B) A quick review of The Sales Process:

1. Extend The Conversation.
2. Find Pain.
3. Make an Emotional Connection.
4. Qualify as to DNA.
5. Get an Upfront Contract.

C) Some thoughts on finding Pain – Step 2 of the Sales Process.

- Finding Pain is the both the most difficult, as well as the most critical part of The Sales Process.
- This Session is not about how to Find Pain; thus, we won't be dealing directly with this issue in this section. We will, however, be dealing with the subject of finding PAIN in depth, in Section III of this outline.
- But we need to make mention of what PAIN is exactly, as well as what "isn't" PAIN.
- Pain "isn't:"
 - An interaction.
 - An exchange of information.
 - A "spirited" conversation.
 - A "Pain Indicator."
 - A forthcoming of "facts" in a conversation with a Prospect.

Outline for Proquest Training Calls November & December 2015

- Pain “is:”
 - The emotional drivers behind **why** The Prospect wants to move.
- Once we find enough PAIN, we will make an emotional connection with The Prospect.
- Once we make an emotional connection with The Prospect, we will have created TRUST.
- Once we have created TRUST, everything that takes place afterwards gets infinitely easier for us!
- Our scripts for these Proquest Seller calls, will take us up to “the threshold question,” which is the question that will open up a PAIN DIALOGUE...

D) Three types of Inbound Proquest Seller-type calls:

1. An inbound Buyer call (flyer box/sign rider), wherein the caller has a house to sell.
 - a) Role Play and analysis of this type of call.
 - b) See included script for the initial moves, which lead up the “threshold question” that will open-up a PAIN Dialogue.
2. An inbound call from our Marketing Efforts (i.e. a request for FREE Report).
 - a) Role Play and analysis of this type of call.
 - b) See included script for the initial moves, which lead up the “threshold question” that will open-up a PAIN Dialogue.
3. A return call/outbound call for #1 & #2 (above) – i.e. when we weren’t available to answer the inbound call.
 - a) Role Play and analysis of this type of call.
 - b) See included script for the initial moves, which lead up the “threshold question” that will open-up a PAIN Dialogue.

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- E) Role Play of an entire call with a Seller-Prospect, that will take us through the entire Sales Process, resulting in the ultimate Upfront Contract – a listing appointment with a **qualified**, prospective Seller. See list of questions to ask every Proquest Seller Lead.

II) The PreListing Package

III) Creating Trust – The first 20 minutes of The Listing Appointment

IV) The Listing Presentation

V) Conclusion/Q&A

Psychology