

WEDNESDAYS with WAYNE

LIVE AGENT TRAINING

Going 3 Deep
Uncovering the Unsaid in Every Conversation

Begins in:

10:00
Stop

WEDNESDAYS

with

WAYNE



LIVE AGENT TRAINING

Going “3 Deep”

“Asking the right questions takes as much skill as having the right answers”

-Robert Half

Leads vs. Clients

“The goal of any contact, outgoing or incoming, is to IDENTIFY a potential client, not to try and turn everyone into a client”

-Jim Goode

Great conversations are the ONLY pathway!

“Selling” vs. Consulting

No-one wants to be told what to do...EVERYONE wants to have a part in the decision

Triangulation

In any conversation involving 3 people, the default is for someone to be “triangulated”. (Left out of the conversation)

You’ll know it’s happened when the conversation among 3 people ends in “Let us think about it/get back to you”

Ever been told to identify and focus on the “decision maker”?

STOP IT!!

In order to keep triangulation from happening, you **MUST** engage all parties in the conversation!

When?

ALWAYS!!

Defending

Objection Handling is outdated and nothing more than telling people they are wrong and defending your position

Going “3 Deep” flips the script and forces the client to defend their position to you in a logical manner

Consulting

Being a consultant isn't just a catchy thing to write on your business card! It's a way of directing conversations to go where they need to for your client to make the proper, well reasoned decision with your guidance

Discovery

Education

Value

Commitment

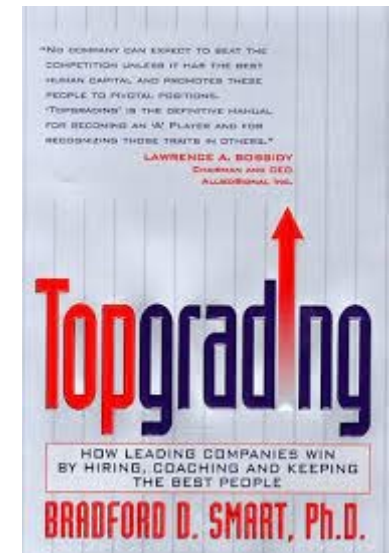
So What is Going “3 Deep”?

Originally coined in the book “Top-Grading” by Bradford Smart, going “3 Deep” is an interviewing technique dealing with references, and actually checking references “3 deep”

This in many cases would lead to “TORC”

Threat Of Reference Check

However, we have adapted it into a conversation template



The Traditional Model

Question (Agent)



Answer (Client)



Objection Handling Techniques (Agent)

The strategy is to give the client reasons why their answer is incorrect, or to interpret their answer for them

The Traditional Model (example)

Agent: “What is most important to you about selling your home?”

Client: “Selling it quickly”

Agent: “Oh! So you mean like 30 days?”

(agent’s interpretation of quick)

Client: “Sure”

When the client was not thinking of 30 days at all!

This is an example of the agent interpreting the response into what it means to them

Traditional Model (example)

Agent: “What are you thinking your home is worth?”

Client: “We were thinking \$575,000”

Agent: (who wants a listing)

“Okay! We can start there and see what happens!”

Agent: (who thinks its too high)

“Well, the market is strong, but not that strong! My CMA is coming in at \$525,000”

The “3 Deep” Methodology

Rather than taking the first answer to the question as the real answer, learn to go “3 deep”...

Discovery

Past Experiences

Filters

Framework for Key Decisions

Go Neutral

The pen is your friend! Get in the habit of taking notes!
Taking notes allows you to slow down the conversation. As you are writing, the other person will unwittingly continue to talk, unveiling deeper levels of their thoughts...

“Nothing give one person more control over the other than to remain cool and unruffled in all circumstances”

-Thomas Jefferson

3 Key Words

What led you to that decision?

Why do you think that is the case?

How do/did you feel about that?

The “3 Deep” Methodology (example)

Agent: “What is most important to you about selling your home?”

Client: “Selling it quickly”

Agent: “When you say selling it quickly, what do you mean?”

Client: “30 days?”

Agent: “When you say 30 days, are you talking 30 days to get a contract or 30 days to be sold and closed?”

Client: “Oh, 30 days to get a contract”

Agent: “What is important about 30 days?”

The “3 Deep” Methodology (example)

Agent: “What are you thinking your home is worth?”

Client: “We were thinking \$575,000”

Agent: “What is important about \$575,000? Why that number?”

Client: “We just had it appraised and that’s what it appraised for” –or- “That’s what we need to buy our next house” –or- “That’s what the Zestimate is”

Agent: “Any other reason you are thinking \$575,000?”

Client: “No”

What is the Goal of the Conversation?

Client Clarity

“Clarity precedes success”

-Robin Sharma

Once Clarity is Achieved, and Ground Rules are Understood,

Present a Gameplan for Achievement of the Goal...

NOT BEFORE

“A strong working relationship requires every participant to be on the same page”

-Dinesh Paliwal

Education

Now the conversation begins to shift from discovery to education...the “playing field”

In every situation there are things we cannot change, the “rules of the game” if you will:

Market Speed

Inventory

Interest Rates

Value

A client only really wants two things:

1. Strategy
2. Communication

Do those two and you will bring massive value to the transaction!

Why Don't We Go "3 Deep"

Once you ask the proper questions, it forces you to have concrete solutions to what is uncovered at the deeper levels.

Most agents unconsciously know they have no solutions for the deeper issues, so everything remains at the surface level, resulting in a series of "pitches" and "lines"

But When Do We Use This Dialogue?

The 5 Service Delivery Points

Listing Presentations

Buyer Presentations

Writing a Contract for a Buyer

Presenting a Contract to a Seller

Inspection Resolution

SLOW DOWN at these times, and **SPEED UP** everywhere else!

So...What's Your Win?

#1...The ability to compete...

Anytime

Anywhere

Against Anybody!

#2...A commitment from the people you want to work with!



March 6th

*The Ultimate Listing Presentation
Session #1*



Thank You!

For more information please visit
waynefredrick.com

Contact us directly:

Madeline

Admin@stfconsult.com

417-860-4903

Wayne

Wayne@stfconsult.com

417-838-9944

