

WEDNESDAYS
with
WAYNE 
LIVE AGENT TRAINING

“Magic” Words for Today’s Environment

The Basis for Today...

"This is the dictionary of business success language. Right from page 1, you're given the strategy to change the way you influence others."
— SCOTT BRADY, President of UnMarketing, Inc., author of Selling: The Art of the Sell

Phil M. Jones

EXACTLY WHAT TO SAY

The Magic Words
for Influence
and Impact

“The worst time to try and think about the thing you are going to say is in the moment you are saying it!”

- Phil M. Jones

What have these new rules shown us?

1. We have perhaps been OVER-RELIANT on the MLS system
2. We have always looked at buyers and sellers through a different lens (because we were forced to)

Think of the situation this way...

Ultimately what we are dealing with is change and disruption...
nothing more, nothing less

If the “new world” had been the old world, and now we were being forced into the “old world” we would have the exact same questions and angst!

Disruption ALWAYS brings opportunity



The Big Issue Facing The Industry:

It's NOT about FORMS!
It's about CONVERSATIONS !!!!!

The goal of any contact is to IDENTIFY a potential client, not to try and turn everyone into a client!

-Jim Goode

6 Things...

#1:

What do YOU believe is the right and proper way to purchase and sell real estate ?

Do you have materials and processes that fortify that belief?

#2:

YOU must define YOUR boundaries for the process and stand by them!

Your boundaries may be company policy, or they may be much stronger!
It's YOUR decision!

#3:

Stay into curiosity and out of “defense”

#4:

DON'T DEBATE!

Be prepared to ask “why”?

Why do you feel that way?

#5:

Be prepared to discuss options and explain
the pros and cons of each

#6:

Get very comfortable with your fee for working with a buyer as a buyer's agent, as well as your fee for “double ending” your listings

Do you charge different fees for different situations?



Two “New Words” We Need to MASTER

Polite + Aggressive =

POGRESSIVE

Caring + Confidence =

CAREFIDENCE

Don't Defend...Politely Question

Be GENUINELY Curious!

What's Your "Line in the Sand"?

Set minimum standards

Fortify your position with deliverable materials

Be willing to walk away

Develop the same mentality with buyers that you have with listings

The Big Questions: (EVERY PRESENTATION!)

Have you ever sold/purchased a home before?

Tell me about the experiences...

What is the most important issue in the sale/purchase of your home?

What do you expect from the agent you hire?

FACT:

The consumer will build the presentation for you, if you will ask the proper questions!



The Magic Words

I'm not sure its for you, but...

I'm not sure if it's for you, but here is the way that I work with my clients...

Open Minded...

Would you be open minded to a conversation
about working together?

What do you know about...

What do you know about the changes in real estate
since August 17th?

I'm guessing you haven't gotten around to...

I'm guessing you haven't gotten around to talking to the lender yet.

How can I help?

When would be a good time?

When would be a good time for us to discuss your needs and expectations for your home purchase?

Where do you want to go from here?

Where do you want to go from here? I don't want to bother you, but I don't want to abandon you either...How would you like to proceed?

You have two options...

Most people in your situation find they have two options...

1. You could hire an agent to represent you.
2. You could represent yourself.

Which do you feel is your best option?

There are two types of people...

Generally, there are two types of people...those who go it alone,
and those who want help.

Which are you?

The good news is...

The good news is that in most cases the majority of my fee, if not all, will be paid by the seller.

Just out of curiosity...

Just out of curiosity, what process have you been using to find a property?

Every opening pathway will lead to deeper questions and a deeper understanding...

Why?

Why not?



“Nothing gives one person so much advantage over another as to remain cool and unruffled in all circumstances”

-Thomas Jefferson



See You Wednesday Oct. 2nd
For
The Keys to Scaling Your Business

With Special Guest
Carl SanFilippo

Thank You!

For more information please visit
waynefredrick.com

Contact Wayne
Wayne@stfconsult.com
417-838-9944

Contact Madeline
admin@stfconsult.com
417-860-4903

