

Prepare For The Inevitable With Your Clients

KEY ISSUE: CONSISTENT WITH THE PRINCIPLES OF “ANSWERING” ANY AND ALL FINAL OBJECTIONS

Key Point: Well choreographed series of steps to achieve a specific outcome – GET PAST “NO!”



Fundamental Principles

- THE “ANSWERS” PEOPLE ARE MOST LIKELY TO SUPPORT ...
 - Don’t tell ... if you can ASK!
- THE BEST, MOST EFFECTIVE “ANSWERS” COME FROM ...
 - Were you ... listening?
- THE ONE MOST LIKELY TO CONTROL OUTCOME IS ...



KEY ISSUE: THE YIN & YANG OF SCRIPTS VS. FORMAT

Key Point: Is the solution in scripting a specific response to each objection ... following a specific format ... or, a combination of the two.

KEY Elements

- Authenticity
 - Reword ... with the exception of *key words and phrases*

- Spontaneity
 - Rehearse ... *“to important to be left to chance”*
- Delivery
 - Casual conversation ... *“Am I being unduly pressured?”*

KEY ISSUE: ANSWERING THE MOST COMMON SELLER CLIENT OBJECTIONS

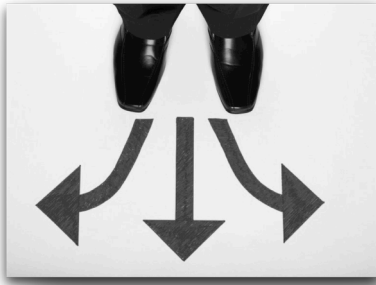
Key Point: Appropriate application of *principles* and *delivery*



- HARVARD’S PRINCIPLES:
 - Principle #3 ... *A variety of options* for mutual gain
 - Principle #4 ... *Always insist on objective criteria*
 - Principles of “evaluation”
- DELIVERY - “SOFT” vs. “HARD”
 - “SOFT” on the people ... “HARD” on the problem

Effectively “ANSWERING” the issue of ... List Price

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Is it ever ACCEPTABLE to take an overpriced listing ... and, if so, under what conditions?

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When and How to ... "LEAVE IT"

- Is there a way I can walk away now ... and still get paid?
 - Are there times it is better to be the second agent?
- AWARE – AWAKE – DISRUPT
 - Is there anything I could of said or done differently to prevent this from ever happening again?