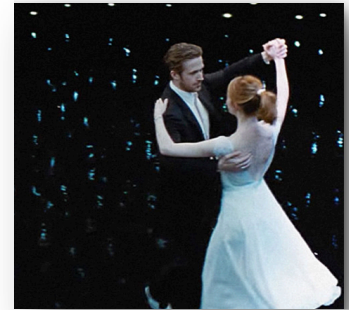


Prepare For The Inevitable With Your Clients

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: SETTING EXPECTATIONS

Key Point: People can’t live up to the expectations they don’t know have been set for them.

4 KEY Expectations

- Expectation #1
 - Can the market live up to your expectations?

- Expectation #2
 - Can you live up to the market expectations?
- Expectation #3
 - Can I live up to your expectations?
- Expectation #4
 - What can I expect from you?

KEY ISSUE: APPLICATION OF EXPECTATIONS
WITH BOTH BUYERS AND SELLERS

Key Point: Appropriate application of *principles* and setting of *expectations assure there is a "fit"*.



Effectively "ANSWERING" the issue of ... Fee

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Sometimes when there is just no "reasonable" fit ... you have to learn to say ...