

Build The “Golden Bridge”

4 Key Steps From Confrontation To Agreement

KEY ISSUE: WINNING THEM OVER

VS. WINNING OVER THEM

Key Point: Don’t believe that being dogmatic, even if you get your way is the same as being persuasive.



- The PROCESS –
The well choreographed, well thought out, and well executed set of steps in response to the client’s predictable sequential mind map in order to create a specific result.
 - Getting to ... YES! ... with yourself
 - Great – Focused Marketing
 - Respond appropriately to the “critical touch points” of the client’s Mind Map

Critical “Touch Point”

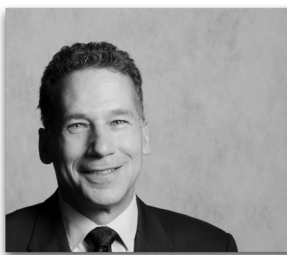
Am I being treated with respect?

Am I receiving a sincere, respectful listening?

Appropriate Response

ASK

LISTEN



“It will be difficult to convince someone that you have the solution to their problems if you have not first convinced them that you understand what their problems are.”

William Ury

LEARN



Objectives ... *the client's state* "WHAT"



Motivation ... *the client's underlying* "WHY"



Communication "FORM" ... *NLP*



Communication "STYLE" ... *DISC*

- Ask a ... "Progress Test Question"

"If an agent were capable of demonstrating his/her ability to do that for you would you hire him/her?"

Critical "Touch Point"

What is your idea, product, or service?

How does that help me do what I want to do?

Appropriate Response

FEATURES

BENEFITS

KEY ISSUE: NOW IT IS TIME TO - LEAD

Key Point: The *NEED – FEATURE – BENEFIT* Statement builds a "*GOLDEN BRIDGE*" by effectively communicating in *content, form* and *style* how the qualities you possess and the features of your service satisfy the clients' needs and objectives.



- This is what *you said* you want ... (*objective/reason/motivation*)
- This is what *I have* ... (*your unique-compelling feature and/or service*)
- This is what *that means* ... (*explanation of that feature and/or service*)
- The benefit of that *to you* is ... (*A "mirror reflection" of the stated need*)

Stated Needs and/or Wants (B/S)	Feature (Service or Tool)	What it is How it works	Why it is a benefit to <u>YOU</u>
	TV Open House Preview		



Ron Rhody

KEY ISSUE: "SPONTANEITY IS TOO IMPORTANT TO BE LEFT TO CHANCE"

Key Point: Get ahead of the inevitable by *scripting* and *rehearsing* your best responses to the most common buyer and seller wants and needs.

- *Identify and list most commonly heard seller needs and wants*
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- *Identify and list most commonly heard buyer needs and wants*
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- *Identify and list your “best features”*
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Using everything you have learned from actively listening, script your statements in such a way as to effectively communicate in *content, form, and style* how your idea and/or service satisfies the clients’ needs and/or wants.



EXAMPLE

Mr. and Mrs. Seller, one of the things you said was important to you was to deal with someone who will not only get you the highest fair market value for your home but also someone you can count on to tell you the truth. I want you to know that I’ve been selling homes in this area for over 20 years and during that time I’ve created a reputation of honesty and fairness with my clients so as to have 95% of my business today coming from repeats and referrals. The benefit to you of that kind of referral network is with that quantity of quality potential buyers being referred to me on a regular basis, I’ll get your home sold for the highest fair market value and in a reasonable amount of time.

- *End each need – feature – benefit “loop” with a ... “progress test question” to assure their agreement on that point:*
 - *See how that will accomplish our objective?*
 - *Does that sound like something with which you’ll be comfortable?*
 - *Does that feel like a reasonable approach?*

ASSIGNMENT ... Decision – Commitment – ACTION Mechanism

- For each page in your buyer and/or seller presentation used to promote your unique – compelling value proposition ... script an appropriate need – feature – benefit statement.