



## Up-Front Contract Using ANOT



One way to approach making an up-front contract prior to a first meeting is to use the ANOT acronym as a guide to the elements of the contract.

*"I appreciate your invitation to meet about your annual needs. Naturally you will want to discuss some questions you have for me. Obviously I will need to ask you some questions. Typically the way this will go is..."*

### **Appreciate**

**Thank the prospect for meeting and verify the time and the purpose:**

The date and time of the meeting, as well as the amount of time set aside for it. Also, state the purpose.

### **Naturally**

**The kind of information the prospect may want from you includes:**

- Your company's background.
- The type of companies that you help.
- The products/services your company offers.
- The types of results that clients have experienced by using your product or service.

### **Obviously**

**The kind of information you will want from the prospect includes:**

- His company's background.
- The types of companies with which they work.
- The main issues they are facing when it comes to "X".

### **Typically**

**There are two possible outcomes:**

- The prospect decides there is no fit. Tell the prospect that you want him to be comfortable saying there is no fit, if that is the case.
- The prospect decides there is a good fit. You will then discuss potential next steps.



**A-** First of all, I appreciate you thinking of RE/MAX Right Choice to help you find a new home / sell your home...

**N-** Naturally, you're going to have some questions for me, so let's get those answered

**O-** Obviously, I'll have a few myself...I hope you don't mind if I ask you a few questions

**T-** Typically, you'll know at the end if this seems like a fit. If it is, we'll figure out what the next step is.

If it isn't, then let's not push it – we don't fit everybody...is that fair?

# A) On the phone



I APPRECIATE the opportunity to speak with you about selling your home - we will need about 45 minutes, does that work for you ?

Great.

Naturally, as we go through the meeting, you are going to have some questions for me. Please feel free to ask me anything you like, and I will do my best to answer them.

And, OBVIOUSLY, I will have some questions for you Is that ok?

Great.

TYPICALLY, when we are finished with our meeting one of two things will happen: Either you will be comfortable with what we have discussed and we can talk about the next steps to get paperwork done and the process started or you may not be comfortable to move forward and that is ok AS WE DO NOT FIT EVERYONE

Does that sound fair?

# B) AT THE HOUSE



I APPRECIATE the opportunity to speak with you about selling your home - do you still have 45 minutes for us to go through things?

Great

As I mentioned on the phone you are NATURALLY going to have some questions for me. Please feel free to ask me anything that you would like and I will do my best to answer them.

And, OBVIOUSLY, I will have some questions for you. Is that is ok?

Great

TYPICALLY, when we are finished with our meeting one of two things will happen: Either you will be comfortable with what we have discussed and we can talk about the next steps to get paperwork done and the process started, or you may not be comfortable to move forward and that is ok WE DO NOT FIT EVERYONE

Does that sound fair?

## YOUR 30 SECOND COMMERCIAL

The 30 second commercial is a tool you can use in several ways:

- To start off a sales call or meeting
- To introduce yourself at a networking event
- To answer the question, "So what do you do exactly?"

It serves the purpose of differentiating you from all the other sales people who call your prospects. You will be seen as someone who is more focused on the prospect than on yourself. In order to do this, you need to be aware of what your product or service helps your clients to achieve or to avoid.

**A.** List 3-4 PAIN indicators that you find to be common among your customers and prospects:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**B.** Start your commercial by identifying yourself and your company:

**I'm** \_\_\_\_\_ **with** \_\_\_\_\_

**C.** Identify your typical clients. **We work with** \_\_\_\_\_

Insert the pain indicators you listed in Part A using emotional words like: **Clients come to us for a variety of reasons, but mostly because they're:**

**Frustrated by** \_\_\_\_\_

**Concerned about** \_\_\_\_\_

**Upset because** \_\_\_\_\_

**Under pressure because** \_\_\_\_\_

**D.** Finish up with a question that requires a response from your prospect such as:

**Can you relate to one or two of these? • Are any of these a problem for you?**

**Do any of these fit your situation?**

**I don't suppose any of these issues come up in your business?**

Example: Good morning. I'm Jane Doe with XYZ Company. I work with presidents and other senior executives who are concerned about the lack of results they get from their sales people; upset because they can't close more profitable business and under a lot of pressure because their bottom line and market share are suffering. I don't suppose any of these issues come up in your business?

# Pain Words



Words to use when talking to a prospect to uncover their emotional pain.

Aggravated	Fed up	Outraged
Aggrieved	Freaked out	Overwhelmed
Alarmed	Flustered	Powerless
Angry	Frantic	Pressured
Annoyed	Frightened	Put out
Anxious	Frosted	Put upon
Baffled	Frozen	Roiled
Betrayed	Frustrated	Sad
Bewildered	Furious	Scared
Boiling	Guilty	Shocked
Burdened	Helpless	Spiteful
Burned	Horrified	Stunned
Confused	Hot	Terrible
Crushed	Hurt	Terrified
Despairing	Indecisive	Thwarted
Desperate	Ineffective	Tired
Destroyed	Inept	Trapped
Disgusted	Intimidated	Troubled
Distraught	Irritated	Unable
Distressed	Isolated	Unclear
Disturbed	Lost	Unhappy
Duped	Miserable	Unsure
Enraged	Mixed up	Vulnerable
Exasperated	Muddled	Weak
Fearful	Nervous	Worried

# 30 Second Commercial



Clients come to us for a variety of reasons, but most often they come because

they are frustrated by the challenging real estate market

they are concerned they may leave hard earned dollars on the table

they are overwhelmed by the entire real estate sales process

they are upset that their previous Realtor did not make them a priority

they are afraid / terrified they will make a big mistake

they are worried that not all Realtors understand how to sell a high-end home or a vintage home or a home that is

they are concerned about not maximizing the money they receive in a very challenging market.

they want someone who will guide them through the negotiation as they are fearful that they will leave money on the table

they did not feel that the agents they dealt with previously had the experience to advise them fully, and they were concerned about making a mistake

they are pressured to sell quickly and they want someone who understands what needs to be done so they do not get trapped

First- time home buyers come to us because they are overwhelmed by the entire home buying process,

they are terrified they will make a big mistake

they doubt they will find someone they can trust

# Reversing Strategies

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- Reversing is a Sandler technique of answering a question with a question. You can penetrate the prospect's smoke screen and retain control of the situation by applying the Rule of Three Plus.

# The Rule of Three Plus



- It often takes three or more reverses to clear away the intellectual smoke screen.
- The first two answers given by the prospect are usually intellectual in nature.
- The third answer is usually an emotional response that reflects the prospect's true intent.

# The Exception to the Rule of Three Plus

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- When a prospect asks the identical question twice, answer it. Do not antagonize the prospect. Asking the same question twice means it is the real question, or the prospect has become frustrated with the reverses.

# When reversed, a prospect will always redefine his question



- A prospect asks, “When can you have that completed?” You can reverse that question by asking, “When do you need it?”
- By answering the question with a question, you reverse your answer until you have the intent and importance of the question.
- The prospect might say, “Well, I was hoping to have it by Friday. Can you do that?”
- Now you have more information, but you are still not there, yet. You might reverse a second time, and ask, “What’s happening on Friday?” You will usually get an intellectual reason for the deadline like, “We have a relocation offer coming in on Monday, and we need your solution for them.”
- In which case, you could reverse a third time to get to the real emotional, pain-filled reason behind the question. You could say something like, “Hmm, I see. How big of a deal is it if you don’t have it on Monday?” The prospect will probably answer, “Not a big deal,” or “That is a huge deal!” In which case, you can now qualify or disqualify the prospect based on whether you can deliver.

# Reversing Strategies



- A) Good question - why did you bring that up just now?
- B) That's an interesting question, and the reason you asked is?
- C) That makes sense and that's important because?
- D) A lot of people ask that ..... can you tell me why you asked that just now?
- E) I am glad you asked ..... supposed I said I could do deliver what you asked?
- F) I understand, if you were me, what would you do?
- G) That sounds important to you, if we could provide that, what would be the next step?
- H) That's an excellent question. I really want to make sure that I understand what's important to you. So please give me an exact example of what that looks like.

# Reversing Strategies (Continued)



I ) Why do you ask?

J) Why is that important?

K) What are you hoping I'll tell you?

L) Why did you bring that up just now?

M) What are you really asking?

N) Did you mean?

O) Help me.

P) I'm confused.

Q) Let me see if I have this straight.

R) What?

S) Oh?

# Reversing Strategies (Continued)



**Prospect:** I believe that there's a good chance that we will list our house with you.

**Sales person:** I appreciate you telling me that. I'm curious, however. When you say "good chance," what does that mean?

**Prospect:** We're inclined to list our house this spring.

**Salesperson:** That's great. Let me ask you something. When you say "inclined," what does that mean?

**Prospect:** We'll be making our decision very soon.

**Salesperson:** I appreciate you sharing that information with me. When you say "very soon," what exactly does that mean?

# Open House – Circle Prospecting



Hi, my name is \_\_\_\_\_ with RE/MAX Right, and I am simply stopping by to let you know I will be holding an open house at the Smith's home at 123 Easy Street, Sunday from 3:00-6:00.

**As an extra service** to the Smiths, I am informing their closest neighbors in case you may know someone who is interested in moving into the area.

If you do, I would love to see them at the open house on Sunday!

Here's my card. If you, **or anyone you know**, ever has a real estate related need, please don't hesitate to call.

It was a pleasure meeting you, and I hope you have a great evening!

# Just Listed Dialogue



## 25+ DOOR KNOCKS AROUND NEW LISTING:

Hi, my name is \_\_\_\_\_ with RE/MAX \_\_\_\_\_, and I have just listed the Smith home at 123 Easy Street. **As an extra service** to the Smiths, I am visiting their closest neighbors to see if there is anyone you may know who is interested in buying a home in this neighborhood.

**“No one!”**

Here's my card. If you happen to run across someone who would like to live in the neighborhood, please let me know. Thanks and have a great day!

**Oh by the way**, I listed the Smith home for \$350,000.

# Just Listed Dialogue



## 50+ CALLS AROUND NEW LISTING:

Hi, my name is \_\_\_\_\_ with RE/MAX \_\_\_\_\_, and I am calling to let you know that I have just listed the Smith home at 123 Easy Street. **As an extra service** to the Smiths, I am calling their neighbors to see if there is anyone you may know who is interested in buying a home in this neighborhood.

**“No one!”**

Again my name is \_\_\_\_\_, so if you happen to run across someone who would like to live in the neighborhood, please call me at \_\_\_\_\_. Thanks and have a great day!

**Oh by the way**, I listed the Smith house for \$350,000.

# Just Sold Dialogue



## 25+ KNOCKS AROUND YOUR LISTINGS THAT SELL OR LISTINGS YOU SELL:

Hi, my name is \_\_\_\_\_ with RE/MAX \_\_\_\_\_, and I have just sold the Smith home at 123 Easy Street. During that process I have come across other buyers interested in your neighborhood, and I was simply wondering if you know anyone who is interested in selling?

**“No one!”**

Here’s my card. If you happen to run across someone who is interested in selling, please let me know. Thanks and have a great day!

**Oh by the way**, I sold the Smith home for \$350,000.



# Just Sold Dialogue

## 50+ CALLS AROUND YOUR LISTINGS THAT SELL OR LISTINGS YOU SELL:

Hi, my name is \_\_\_\_\_ with RE/MAX \_\_\_\_\_, and I have just sold the Smith home at 123 Easy Street. During that process I have come across other buyers interested in your neighborhood, and I was calling to see if you know anyone who is interested in selling?

**“No one!”**

Again my name is \_\_\_\_\_, so if you happen to run across someone who is interested in selling, please call me at \_\_\_\_\_. Thanks and have a great day!

**Oh by the way**, I sold the Smith home for \$350,000.

# Welcoming Dialogue - Open House



Hi, my name is \_\_\_\_\_ with RE/MAX Right Choice.

Come in and make yourself at home!

The seller would like a record of everyone who has been through the house today, so could you please sign my guest register? I would also appreciate any comments you have regarding the home on your way out.

Take your time, look around, and let me know what you think. If you have any questions, I would be happy to answer them.

# Prelisting Phone Conversation



1) Let's do this...

**A-** First of all, I appreciate you thinking of RE/MAX Right Choice to help you find a new home / sell your home...

**N-** Naturally, you're going to have some questions for me, so let's get those answered

**O-** Obviously, I'll have a few myself...I hope you don't mind if I ask you a few questions

**T-** Typically, you'll know at the end if this seems like a fit...if it is, we'll figure out what the next step is...if it isn't, then let's not push it – we don't fit everybody...is that fair?

2) So you mentioned you're moving ( )...I never asked why...I'm sure there's an exciting reason! (HUG)

3) How soon do you have to be there? (HUG)

# Prelisting Phone Conversation



4) As you can imagine I study real estate sell and buy prices all day long 😊... I'm sure you have a range in mind of what you think your home would sell for. Let's talk through that bracket and I'll share with you what other homes, like yours, have sold for in the past few months...how quickly do you have to move? (listen for PAIN)

## Sandler Pain Funnel:

...Tell me more about that...

...Have you been thinking of selling/buying for a long time?

...What did you try to DO about it?

...Did that work?

...What do you think that cost you?

...How do you feel about that?

...Finally ready to do something about it?

# Prelisting Phone Conversation



5) What happens if it takes longer to sell your property than you were anticipating? And then what would happen (refer back to Pain Funnel questions)?

6) You must be very proud of your home...is there anything left to pay on your property? (HUG)

7) When you or your family have made a decision like this in the past, how have you gone about it? Is there anyone else in your family who will be impacted by selling your home, buying a new home?

8) If there were one or two things you could do to improve the value of your home and the probability of selling it, what would those be? Would you be willing to do those if need be?

# Prelisting Phone Conversation

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9) I'll be sending some information to you to read prior to me arriving which should help our conversation...do you think you could read it before I arrive?

10) I'm sure there are some things you'd like to ask before I get there...what would you like to ask me so you can be as comfortable as possible during our discussion?

# Concluding Thoughts



***You don't have to be great to start,  
but you have to start to be great.***

**Joe Sabah**

SUCCESS IS A JOURNEY,  
NOT A DESTINATION

