

WEDNESDAYS with WAYNE

LIVE AGENT TRAINING

Going “Neutral”
The Subtle Nuances of Successful Presentations
Begins in

10:00
Stop



Going “Neutral”
The Subtle Nuances of Successful Presentations

What does going “Neutral” mean?

Seeking the PROPER answer for the situation, by asking the PROPER questions in the PROPER moment to allow the client to either defend their position, or decide that their position is indefensible



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The Power of Emotion

A residential real estate transaction is FULL of Emotion. Our job is to remain calm and help our clients to process their emotions and turn them into good, logical decisions.



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Clarity affords focus

-Thomas Leonard



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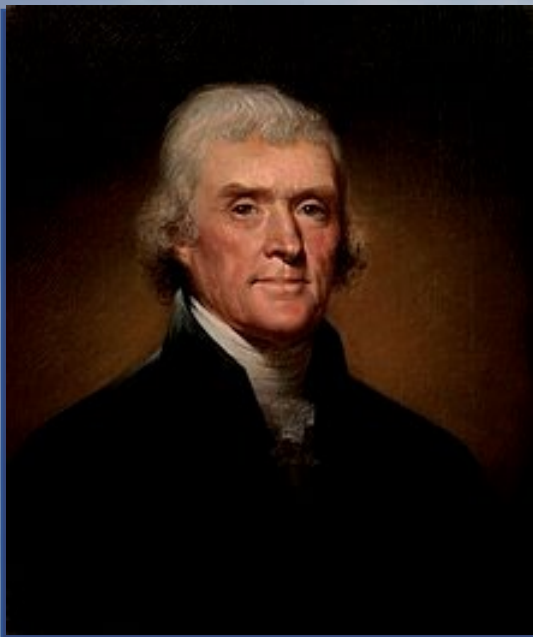
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Clarity only comes with a “slower” conversation



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Nothing gives one person much advantage
as to remain cool and unruffled under all
circumstances

-Thomas Jefferson



Are you “cool and unruffled” at the key moments?



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Key Service Delivery Points

Listing Presentations

Buyer Presentations

Presenting a contract to a seller

Writing a contract for a buyer

Inspection resolution



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We must SLOW DOWN at these points!



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And yet, agents tend to speed up

Why?



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Because they are getting close to payday!



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Moving forward you **MUST** slow down in the key areas, and **SPEED UP EVERYWHERE ELSE!**



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The 5 Stages of Business

Lead Generation

Lead Follow-up

Lead Conversion

Closing

Past Client/SOI Systems



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Keeping a proactive, consistent focus on the 5 stages of business, allows you to slow down at the key service delivery points!



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The goal should never be to “close” on someone, rather to help them make the proper decision for them and their situation



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“Closing Techniques”
lead to
“Objection Handling Techniques”

Which is a sexy way of saying...the presentation
stinks



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If your presentation skills are on point, there is never a reason to “close” on anyone!



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It's the foregone conclusion that you are the person to deal with!



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When you “need the deal” presentation suffers, and the “need to close” comes into the conversation



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What should you really be looking for in conversations with a client?

A great decision!



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Great decisions come from exploring options,
and the pros and cons of each



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It's impossible to “sell” anyone a house!



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Our goal:

To present strategies that make the transaction that the client is going to do easier and less stressful!



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The cadence of the conversation:

1. Ask:

“What do you want to do?”

“Where do you want to go from here?”

“What do you think?”



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2. Create Clarity:

“Okay, walk me through that”

What

Why

How

What is your thinking there?

Why that amount?

How does that look?



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Stay in the conversation to get the client to defend their thoughts!

If they can defend them, they are valid, but many times with a slower thought process, they are indefensible, and can lead to challenges moving forward



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3. Explain Reality

“We could do that, but this is what could happen...are you okay with that?”

“A better strategy for us might be...”

Our goal is always to acknowledge emotions, but be the logical person in the room.

This allows a decision to be made via response versus reaction



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Examples



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Seller: “I would never sell my house for that!”

“I completely understand. I’m not saying I’m 100% correct, but if I am, what will you do?”

“What are your options?”

Explore each...



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Buyer: “I know they are asking X, but I want to start at Y”

Walk me through your reasoning please, I need to be able to explain how we came up with that number.

Do you expect to buy the house at that number?



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If we make that offer, we could upset the seller, triggering their emotions, which could very well make them counter higher than if we started at a higher initial offer



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FINAL THOUGHT:

The ease of having these conversations starts at the Listing and Buyer Presentation!



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“The hardest struggle of all is to be more than the average person.”

-Charles Schwab



See you Wednesday, February 19th
Special Guest!
Brandon Welch
The In's and Out's of Google Business



THANK YOU!!

Your broker host will provide today's session materials

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