



People look for value

Value is not a fixed number. Value is relative to what you're selling, what others charge, what the prospect is used to paying, how badly the prospect wants it, and how the prospect perceives the difference between your offer and others.

You must demonstrate a value that seems to be equal to or greater than the asking price. The greater the value relative to the price, the more likely people are to buy.

You can't force people to do anything

When people buy, it's not because you wield some magical power over them. You can urge. You can push. You can entice. But ultimately, people do what they want to do. This means your job is to show how what you're offering meets your prospect's needs.

People love to buy

Some say people don't like to be "sold." Not true. People love to be sold. They love to discover wonderful new products and experiences. What people don't love is to be cheated or tricked. Therefore, it can be helpful to change your analogy of the marketing process. Instead of "selling" to people, "advise" them. Sell the Paracle Way, make your offer of you and the firm appealing, and treat people fairly. That's a surefire formula for success.

Most people follow the crowd

Most of us are imitators. We look to others for guidance, especially when we are uncertain about something. We ask, "What do others think about this? What do others feel? What do others do?" Then we act accordingly. This is why testimonials and stories are so influential.

So Now What? We must meet the objection and verify.

Example Objections:

1. What if a better house comes on the market?
2. I am concerned I can't afford it
3. The secondary bedrooms feel small
4. I don't like the color of the cabinets
5. The backyard is too small (not fenced in)
6. Too much road noise
7. Power lines

The average consumer will state one of these common objections and it's our job to decipher whether it's a true objection or just a little white lie.

How do you verify this?

Script:

I can understand, that's a great question or concern. In addition to that concern, is there anything else that would prohibit you from moving forward today?

(Be Silent)

If the prospect responds with "No that's it", then you have the true objection and we know have to put that objection into perspective.

What is Empathy?

"Empathy is an emotional intelligence skill, defined as the ability to walk a mile in another person's shoes. It's the ability to know what another person is thinking or feeling. Without empathy in sales, a salesperson can't influence others, and prospects don't buy from salespeople who don't understand them."

Empathy Examples: (it can be a personal story, 3rd party stories)

1. I understand exactly how you feel, when I purchased my first home, I had similar feelings or concerns.
2. I recently was working with a client that was concerned about the same thing, and after sharing this information with them, they decided to move forward.

Why are most Sales people afraid of closing?

1. Fear of Rejection
2. Lack of Persistence
3. Don't buy into Process
4. Scared of feeling pushy
5. Don't know when or where to close?

So how do we know when to close?

Answer = WHEN THE BUYER OR SELLER IS READY

How do we know if they are ready?

Through the most powerful and effective technique called a....TRIAL CLOSE

Trial closing achieves two critical things:

1. It tells you where you are in the sales process
2. It tells you when to ask for the sale

A trial close allows you to test the temperature of the prospect.

During your time with a prospect, you should constantly be taking his/her "temperature" to determine if they are cold, warm or hot; and react accordingly.

Example Trial Close Questions:

- Do you see the value?
- In your opinion do you feel?
- Do you like the idea?
- On a scale of 1-10?

We don't recommend statements like "Don't you" or "You Agree"

Here's the difference between trial closing and asking for the sale:

Trial Closing: Calls for an opinion. "How do you feel about the payment terms?" You are not asking for the sale but rather asking how the prospect feels about one element of the sale.

Asking for the Sale: "If I can get you the payment terms you are seeking, will you decide to buy?" Clearly this is asking for the ultimate buying decision. When you feel the temperature is hot and you have completed your presentation the Paracle Way, then it is time to Ask for the Sale?

SCRIPT:

“Based on everything we have discussed it appears we have found the right home at the right price; I recommend we take a look at the comps and make an offer with the terms most favorable to you.

What if the Client Says “NO”

80% of All Sales are made after the 5th attempt! Don't stop after the 1st NO!

“There is no tomorrow if the client meets a better closer on the way home”
-Bill Hanson

How to Handle Objections

You will NEVER Overcome Objections! (Lucas Mudrey milk story)

It's our job to verify if the objection is truly an objection or just a barricade we need to navigate around.

Ever heard the saying “Buyers are Liars”

Sometimes buyers or sellers will state a little white lie. We have all done it. A small Smoke Screen Objection. Don't fall for these tricks, otherwise you become an **unpaid entertainer.**

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HANDLING AN OBJECTION

1. TRIAL CLOSE: In your opinion, do you feel this home will meet the needs of you and your family? “Yes” Work a monthly payment> In your opinion to you feel this monthly investment will work for you and your family? “I’m not sure?”

2. PROFESSIONAL/PERMISSION: Apparently you have some reason for feeling that way may I ask what it is?

3. BURY/VERIFY: If you were not concerned about the _____ then in your opinion do you feel like this would be the right house for you?

4. EMPATHY CUSHION: I can understand how your feeling.

When I (my clients) bought my home I felt the same way, but after looking a everything it was the best decision and I never regretted it.

5. REVERSE THE OBJECTION: Your concern about _____ may be the very reason you should consider making an offer on this home because _____ (State a fact) and the advantage to you is _____ (Buyers benefit) The real value to you is _____ (personal value).

6. TRIAL CLOSE: Based upon these facts do you feel this home will meet the needs of you and your family? Do you feel like this monthly investment will work for you and your family? I recommend we write an offer on this home today?

Script:

Mr. Prospect, I truly can understand how you feel. Many others just like you felt the same way initially and here is what they found....(Then share a third party testimonial about someone in a similar situation or circumstance or show a testimonial) and as a result they moved forward with their decision and experienced great success and happiness. These scripts are just some to get you started. You need to be practicing and preparing for the most common objections you get and have planned rehearsed responses to those objections.

Common Objections: We need to think about it, Pray about it, Want to discuss with a third party, etc.

EVIDENCE DEFEATS DISBELIEF, People believe what they see not what they hear.

Take time to point details and draw out examples and share stories.....

D - Demonstrate

E – Example

F – Facts

E - Exhibits

A - Analogies

T – Testimonials

S – Statistics

Pros and Cons, Create Urgency, Discuss Rising Prices, Mortgage Rates and Availability of Loan Products, Run Monthly Payments and show the benefits of today vs future, share stories of previous clients who felt the same way initially etc.