



Selling with Confidence: The Power of Selling by Objective

Sell with purpose. Sell with confidence. Sell by objective. And watch your business grow.

THE
SCOFIELD
GROUP



Why Most Agents Miss the Mark

Too many agents approach real estate passively—acting more like showing assistants than sales professionals. They open the door, point out features, and nervously ask:

“So... what do you think?”

But psychology tells us that question leads nowhere. It gives your client an out. You’re essentially saying, “Go home and think about it.”

To truly serve your clients, you need a clear objective every time you engage. You need to lead with purpose. You need to sell with confidence. That’s where Selling by Objective comes in.

The Core Principle: Always Have an Objective

Your role is to help clients move forward by building trust and delivering clarity.

That means you must be strategic in how you present options, how you guide conversations, and how you close.

There are 4 proven objectives in every successful sales conversation. Know them. Use them.

1. Always Ask for the Sale

This is the most direct and most effective approach.

If you believe the home could be right for your client, don’t be afraid to ask them to act.

Examples:

- “If we can get the terms and payment to where you’re comfortable, are you ready to make an offer?”
- “Let’s go ahead and take a look at the comps and write an offer that’s most favorable to you.”

Then stop talking. Let them decide. Confidence creates momentum.

2. Sell Subject To

Sometimes buyers want to move forward—but have conditions.

You can still write the offer subject to:

- Loan approval
- Spouse or partner’s review
- Talking with a financial advisor
- Confirming 401(k) availability
- An inspection or specific contingency

This keeps the momentum alive while allowing your client space to validate their decision.

3. Sell the Continuing Appointment

If they’re not ready to buy or make an offer, then you need to keep the conversation moving with a next step.

Examples:

- “Let’s set a time to meet with the lender.”
- “Let’s go price out replacing the carpet with hardwood to understand the budget.”
- “I’ll set up a meeting with the builder or designer to walk through options.”

Never leave a showing without a plan to move forward. That’s leadership.

4. Create a Reason for Follow-Up

If nothing else, you must build in a valid reason to reconnect. Don’t give away everything at once. Be the source of the answers.

Examples:

- “Let me see if I can get a copy of the survey or HOA restrictions for fences.”
- “I’ll find out if there are design guidelines for that renovation.”
- “I’ll check what a kitchen remodel would cost based on that floor plan.”

This gives you a professional, service-oriented reason to follow up—and stay top of mind.

THE BOTTOM LINE

Never go into a showing or appointment without an objective.

Don’t cross your fingers and hope your client says,

“Where have you been my whole life? Let’s buy this house!”

That’s not sales—that’s luck.

Real professionals lead. Real professionals guide. Real professionals sell by objective.

Use this framework:

- Ask for the sale.
- Sell subject to.
- Sell the continuing appointment.
- Create a reason for follow-up.

Sell with purpose. Sell with confidence. Sell by objective. And watch your business grow.

THE
SCOFIELD
GROUP

