

TOP FIVE

COMMON MISTAKES IN SELLING PREVENTING YOU FROM WINNING

AND HOW TO CORRECT



#1: Failure to Ask for the Sale! We always say the World Belongs to the “Askers.”

One of the main reasons people don't buy is because most sales people Never ask them to BUY. Up to 50% of all sales presentations end without a salesperson attempting to close even one time.

How to Correct.....Memorize and Internalize at least 5 trial closes and actual closing questions that will lead you to a decision.

Trial Close Questions:

- Can You see yourself cooking in this kitchen?
- How does the backyard compare to what you have now?

Asking for the Sale Questions:

- Based on everything we discussed. I suggest we take a look at the comps and prepare an offer that is best for you.
- It appears we have found a home that meets a lot of your needs. I recommend we prepare an offer on this home and see what the seller is willing to negotiate.

#2: Demonstration!

We always say “Miss a step in the sales process and miss a sale.” Please Point out the Obvious and demonstrate the details of a home, Assume every buyer is a first time buyer and always show them the details. We are the professional and it's our job to come alongside and sell the Community, Front Yard, Back Yard and Inside the home. Lead Boldy and Confidently.

How to Correct.... Follow a Process and demonstrate your knowledge and get the clients opinion on the importance of specific items in their next home.

Example of Point out the obvious items:

Exterior:

- Sidewalk, Streetlights, Trees, Irrigation, grass type, Front Porch, garage size 1 Car, 2 Car, 3+ Car, Exterior Materials (Brick, Stone, Shutters, Roof Type, Gutters, backyard size, views, wooded, privacy, place for pool, trampoline, garden, swing set.

Interior:

- Cabinets, Backsplash, Electric or Gas Range, garbage disposal, under counter lighting, Countertops, floor coverings, trim details (Base Board, Accent Walls, Beams or Crown molding), smoke or carbon monoxide detectors, bath fixtures, Windows, Blinds.

#3: Showing up Unprepared “Don’t show up Naked.”

So many agents show up and think it’s a showing. We don’t show homes we SELL homes.

How to Correct.... Always show up prepared and ready to sell the house. Assume this is the one they will buy. Its showtime.

Best Practices:

1. Call Listing agent and ask them to help you sell the house. Get the Details that are unique.
2. Bring the Property Disclosures and any pertinent info from the attachments on the MLS (Ie. Floorplan, MLS Info Sheet, Realist Tax Data)
3. Bring Mortgage Flyers on Rates and Products available
4. 80/10/10 Rule Flyer(80% of home meets needs, 10 % you can Change, 10% Compromise)
5. Pros/Cons Flyer – Tbar Close
6. News Articles like the Bankrate.com (housing market predictions next 5 years)
 - a. Anything positive from the media that gives a buyer or seller confidence

#4: Never initially Pre-Qualify. Build trust and a relationship 1st.

Most agents will ask a client if they have been prequalified. This is a very rude question to ask. Imagine for a moment with me if you walked into a car dealership today and the salesperson said before you can look or test drive a car you will need to get prequalified and lets go into the finance office first. You would be offended and walk out.

How to correct: Once you have built rapport, trust and shown a few homes, you then ask the client on how they plan to purchase. One of the best ways to make a client feel important and not financially undress someone is to assume they are CASH Buyers.

Ask them this question? “Will you be paying cash for the home or need assistance with financing?”

#5: Sell the Way we Buy.

Lack of Confidence and/or Fear of hearing No! So many agents have a fear of rejection. It's so easy to let the mind be in a negative state of mind and think that people may need to think about it, or may want to wait for some sign, fuzzy warm feeling in the belly etc before moving forward, hence we sell the way we would maybe buy.

How to Correct: A top producer never lets people go home without handling objections and or bringing up objections before they come up.

We must practice responses to the most common objections we hear so we can answer with confidence and help a client make a positive and informed decision. We help solve people's problems. If you let people go home and think about it, most will get overwhelmed and put their search on hold, whereas if you are with them and handle their fears, they move forward with excitement and go home and logically justify why they moved forward and are excited to get rolling.

PS. Pro Tip... Buyers Remorse is real, so make sure you tell clients about it and that it's a normal side effect of buying and when the fear starts, to always make sure they call you to help answer their concerns and put at ease.