

Conversational Selling

Via webinar/Zoom or in person

Strategy and Structure

- Make them feel good about themselves, their accomplishments and decisions they've made.
- Ask values questions to discover subconscious emotions that drive their decisions.
- Ultimately, have them experience a sense of possibilities. And, how your help and service will allow them to experience the possibilities they desire.

This sequence from present positive emotional state to state of possibilities guides the sales conversation away from the fear, anxiety or stress of the current situation so they are open to making a real estate decision.

1. Mindset:

Your intent – outcome – expectation

Intent: To be to help not to get a client. People will sense if your intentions are just for the money/transaction or to truly help and be of service.

Outcome: It can be a few things from to get an appointment (to help them with their real estate needs). And/or to have a good conversation that allows and encourages additional calls.

Expectation: Expect to like the person you call. Expect they will like you. Expect they will be happy you called as an Essential Service. Expectation = Self-fulfilling prophecy. When you expect good, you will project warmth, calmness and confidence. Also, expect and be prepared for someone to be in different levels of stress and anxiety. Be the calm. Use the communication techniques you will learn in this program.

2. Questions and positive acknowledgement

Positive acknowledgements and feelings of significance phrases like;

- That's great!
- Wow, you've worked there that long...great!
- What are you good at?

This makes them feel good about their life, their accomplish.

This creates positive emotions about themselves and new possibilities.

Plus, when they feel good the positive emotions are connected and transferred to you.

That's one of the main reasons you do not want to talk about negative consequences, guilt or bad negative stories about others that did not take action or take your advice.

The questions guide the conversation and reveal values and emotions.

Key values questions are:

- What's important to you about...
- What will that do for you?
- Ultimately, what's important to you about that?
- Tell me more...
- Repeat back the last three or four words to encourage more. Example, if the seller says "I need to sell in 60 days" You repeat back to them... "sell in 60 days" The seller will naturally expand. The seller may then say..."yes, I have a job move..."

First, set the meeting as a consultation by stating ...

"Before we begin, can you tell me a little about yourself?"

This is important because it creates...

1. Compliance – frames you as an authority.
2. Frame of consultation...as an advisor and not salesperson – NOT a sales pitch.
3. Reduces sales pressure because the client feels the sale part has not begun yet (before we begin...)...even though it has.
4. Creates rapport, trust and a sense of caring because you are asking about them – they feel acknowledged and significant.

Example:

You: Hi, before we begin can you tell me a little about yourself?

Prospect: I work at XYZ company as an...

You: For how long?

Prospect: For xxx years.

You (**positive acknowledgement**) Wow, that long, that's great.

You: What do you feel you're good at with your job?

Prospect: XYZ

You: That's good (**this is more positive acknowledgement/significance**).

You: Out of all the homes and neighborhoods, why this one? (this will reveal if the person is Bottom Line or Procedural) This also can be used with buyers.

Prospect: XYZ...

You: You mentioned you have two kids. **What's important to you** about selling your home and your children?

Prospect: XYX

You: Okay, XYZ is important, anything else...***tell me more?***

Prospect: ABC

You: Okay, so you want to make sure...

for your kids...

You: How about your wife, **what's important to her** about the experience?

Prospect: ...

You: Acknowledge

You: **What's important to you** about your *experience* for you and your family?

Prospect: ...

You: Tell me more

Prospect: XYZ

You: Ultimately, **what would that do for you?**

Seller: XYZ

You: What's important to you about the **PERSON** that helps you? (you want to discover characteristics and personal qualities like; caring, respectful, good communicator).

Most realtors do not ask this question. When you ask you will discover valuable criteria information that you can repeat back to them on how you will service them.

Prospect: XYZ

All these questions are designed (NLP/Neuroscience) to discover their subconscious motivation and they also create an emotion in the client that you care.

You: Besides getting a great price for your home, what would make the experience better? (This creates a magnetic, compelling gap they about what they want, what they desire.)

Prospect: XYZ

Now you can naturally transition into presenting your service that will satisfy their values...what's important to them.

Transition Example:

Thank you for sharing...

Because when I market your home I will... (the answer to 'what's import about the experience - value)

Example to that value:

If they said having good communication is important for the experience you can say..."because as we work together I will be in communication with you to review what's going on and what you need to be aware of. You mentioned to simply text you and I will..."

More on transition.

You: And, I will make sure your home sale is...

(What's important to the wife - values)

You: I will... (values about the person that represents them)

You: As we work together I will... (values about person/you representing them)

You: I will review with you your custom plan so it's ...(include values)

You: Close – “is there anything else you need to know in order to go ahead?”