



STS
SALES TRAINING SERIES

**Peak
Performance
Selling
for
Real Estate
Professionals**

with Tom Hopkins

Prospecting on the Phone and Gaining Trust

NOTES

Length – 34:09 minutes

Ad Call Phraseology

Your goal is to do anything possible to turn the voice on the phone into a body in your car.

Role play

You: Hello, this is _____ with _____ Real Estate. How may I help you?

Client: I noticed your ad in the paper and wanted to get some more information on it.

You: Great! I'd be happy to help you. Will you please read me the heading on the ad?

Client: It says, "Home on a hill with a view to die for."

You: That is one of our finer ad properties. May I place you on hold while I see if it's still available?

Client: Okay.

Place them on hold, but never for longer than 17 seconds. When you come back on the line, close for their name.

You: Thank you for waiting. My name is _____. May I ask who is calling, please?

Client: Yeah, it's Bob Brown.

You: Yes, Mr. Brown. May I ask what appealed to you in the ad?

Client: It just sounded good. Let me ask you some questions.

You: Go ahead, Mr. Brown.

Client: Does this home have a large lot?

You: Lot sizes in that area vary. Were you folks looking for a large lot?

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Client: Not too large. We don't want to have to do a lot of yard work.

You: Well, then this home could be feasible for you.

Client: Can you just give me the address? We'd like to just drive by it.

You: I'd be happy to, Mr. Brown. However, normally one of the conditions in our agreement with the seller is that we accompany each inquirer to the property. I'm available now or would later this afternoon work better for you?

Client: Can't you just give me the address?

You: Mr. Brown, I think I know a way to avoid invalidating our agreement with the seller. I'd be happy to call them and get permission to give out the address. If they don't mind, I don't. So, where can I call you back with this information?

Client: I really don't want to give out my number. All I really want is the address.

You: Well, Mr. Brown, rather than invalidate our agreement, I have an idea. Why don't we just meet at a neutral location and you can just follow me by the property? Do you know where the Wal-Mart is on 2nd and Main?

Client: Yes. I do.

You: Why don't I meet you at the northwest corner of the parking lot in half an hour? I'll bring all the details on the property. You can follow me and see if the property is right for you.

When you meet them: Hi, I bet you're Mr. Brown. Mrs. Brown. I'm Tom Hopkins. We talked on the phone. You know, I'm coming over here thinking there are some things happening in the area that are going to drastically affect the appreciation of some of the properties. There are some things that are planned in the future. I felt in all fairness, as long as we're here, it might be best if we ride together. Now, can I jump in with you or would you rather ride with me?

Remember: The ad call is a contest. Can they get all the information and not meet you? Or, can you meet them, show properties and, ultimately, close the sale?

Working with For Sale By Owners

Knock on their door: Hi, I'm Tom Hopkins and I know you're selling your home yourself. However, I have a challenge. Can I share it with you?

(Pause for their answer.)

Your home is in my service area. I'll have people, possibly in my car, drive by and see your For Sale By Owner sign. They may ask about your home and as a professional, I want to be intelligent about all the properties. Now, I know that you don't want to list your home and that's absolutely fine, but could I just take a quick preview of it?

Would you cooperate if I had a buyer I couldn't find a home for? Let me just look at it first.

When they ask what homes are selling for, say, I could pick a figure out of thin air right now, but I'm sure that's not what you want. Since you've asked, as a service, we could prepare a Comparative Market Analysis. I'd be happy to drop it off and show you all the properties we have in the computer that have sold in the last six months. Then, you'll really know what your competition is. Would you like that? It's a service we do in hopes that when you're looking to list that you'll consider our company. Why don't you pretend that I'm a buyer? This will give you some practice on how to show your home. Be sure to show me the things that you like most about it. Would you mind if I make a few notes?

Mr. & Mrs. Johnson, thanks so much for showing me your home. I hope you won't mind if I keep in touch with you because some day you may need the services of a professional Realtor® and I'd love to be that person. I'd love to maybe someday put one of these up on your sign and get you happily moved. (*hold up SOLD sign*) It was so nice meeting you.

An Effective Way to Leave Voice Mail

1. Always leave your name and number _____ at the beginning and end of your message.
2. Be _____.
3. Include _____ without providing too many details.
4. Be prepared to call again and leave a different message that builds on the first one.

Hello, Mr. Johnson, thank you for your time. My name is Tom Hopkins with _____ Real Estate at 480-949-0786. We have had several requests in your area to analyze the current equity positions of homeowners. Many families have found it to be a great opportunity to upgrade to a new property. Explaining the process will only take a moment on the telephone and I promise it will be worth your while. Please call me tomorrow between 2 and 5 p.m. at 480-949-0786. Again, my name is Tom Hopkins. I look forward to speaking with you.

The Art of the Original Contact

How Should a Salesperson Dress?

1. Dress the way the people dress that your client takes advice from.
2. Don't over- or under-dress. Be moderate.

When you first meet someone, they start subconsciously judging you. Consider your dress, grooming, and posture as important as having a working telephone number.

Rapport Building & Lowering Defense Barriers

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After you meet a person, the first thing you must do is establish rapport. The faster you can make this happen, the more sales you'll have made by the end of the year.

1. _____.
2. Give good _____.
3. Repeat their name _____ times.
4. Give a _____.

Mr. & Mrs. Johnson, before we sit down, I have to tell you I spend a lot of evenings in other people's homes. I have to tell you you've done a beautiful job on your place. It's lovely. I'll be flattered if I'm the agent you choose to bring it to the marketplace.

To get permission to use first names: By the way, my first name is _____. I hope you'll feel comfortable calling me that. And, would it be alright if I addressed you by your first names?

5. Use a get-down-to-business statement.

[Listing] John and Mary let me begin by thanking you for the time that we're going to share. I hope we can consider this meeting _____, meaning my job is to analyze your needs and then show you how we at _____ Real Estate can get you happily moved in the shortest time possible and with the fewest challenges.

[Selling] Mr. & Mrs. Johnson, first of all, let me just thank you for coming in to see us today. I like to consider a first meeting somewhat exploratory, meaning right now my job is to analyze your needs and then look at the properties available in order to select the ones I feel truly meet your needs. I hope you won't mind if I ask you a few questions so I can do a better job for you.

How long have you been looking for a home?
Have you seen any homes you've liked so far?
In what price range are you looking?
Is there a particular part of town or school district you're interested in?

6. Get permission to take notes.

Mary, over the years, I've found it very beneficial to make notes during conversations so I can do a better job of helping people. So, I hope you won't be offended if, while we chat, I just make a few notes.

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The Characteristics of a Pro

There are many traits common to those who can be called professionals in the field of real estate. One particular quality that separates the average from the great can be expressed by one simple word -- **DISCIPLINE**.

Years ago, I taught that one of the top qualities separating the average from the great was DESIRE. However, I have since met and observed many students who had the overwhelming *desire* to succeed, but lacked the discipline required to stay on track and ultimately fulfill their potential. So, your *desire* to achieve must be tempered with your ability to *discipline* yourself to do what's necessary.

Many of the great ones have an overwhelming desire to prove something to someone. They know they can be the best in their field and are out to prove it. This desire burns so strongly within them that it keeps them moving in the right direction. It keeps them positive on days when things don't go just right. It keeps them cheerful. It makes them more efficient and professional in their day-to-day activities. It's the fuel that keeps their engines running in top condition. In their quest for success, they sincerely want to find those people looking for a new home and fulfill their needs. Their success is brought about by bringing happiness to the people they serve.

I can't tell how much desire you have to make it in this field. Only you know that. The question is: how much stress, anxiety and pain you can handle before you quit. Are two rejections and three No's enough to send you looking for another profession? If so, you have a low threshold of desire. Think about what you're willing to do to achieve what you really want.

Desire without discipline leads to disappointment, disillusionment and despair. Don't let yourself be disappointed. Develop the discipline you need to succeed.

Professionals pay close attention to details. They ask questions that help them get a better understanding of exactly what their clients are looking for in a home -- location, schools, closeness to shopping, the airport, the freeway. They have their paperwork in order -- properly filled out, recorded, and filed. They return phone calls promptly -- even if it's just to leave a quick message that they'll be back in touch later. They keep their promises and have answers ready when questions are asked.

They are highly goal-oriented. They are striving for a certain number of homes listed or sold each month, a certain income, a trophy or an award. They know exactly what they're working for and have a plan detailing when and how they'll achieve it.

Are your goals in writing? If not, you are a wisher, an undisciplined dreamer. You haven't really committed yourself to achieving anything. You're like those average people in your office who say, "Sure, I want to make more money, but after the day I had yesterday, I'm not leaving the office today." The true professionals begin where failures stop. They do what failures are too afraid or too lazy to do.

Pros also understand that **they must strive daily to improve their skills.** They have jumped in with both feet and are willing to pay the price of learning what they have to know to be a professional in this business. They've committed to real estate as their career. They attend real estate seminars and functions, listening and reading real estate material and staying abreast of new technology that will assist them in serving their clients more efficiently.

They live by this motto: "I must do the most productive thing possible at every given moment." Those twelve simple words literally changed my life and my real estate career over 30 years ago. Whenever I felt doubt about what I was doing, I would glance at these words hung by my desk, get re-focused and do the next most important thing.

I hope you're not one of those people who are "just giving it a try." People with that attitude have a plan of action for when they fail. You've heard it, I'm sure. "If I don't make it in this, I can always..." They have a plan for failure. They're anticipating it, and will probably get it. Planning to succeed is so much more exciting than planning to fail.

Another characteristic of the top people in real estate is that **they give excellent service.** They know they are paid in direct proportion to the amount of service they give to their clients. They understand that we are in the people business. We don't sell homes. We get people happily involved in owning property by satisfying their real estate needs.

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Peak Performance Selling for Real Estate

Professionals

with Tom Hopkins

Prospecting for Listings

Ad call phraseology
Buyer fears
Do what you fear most
Falling in love with no formula
Getting callers' names
Getting phone numbers
Hold button
Itch cycle
Manager letter
Newspaper
Not giving out an address
Orphan adoption
Why people buy
Why people don't buy

Prospecting on the Phone and Gaining Trust

Building rapport
Caller's names, getting
Defense barriers
Dress
Feasible
First names, permission
Flexible
For Sale By Owners
Get down to business statement
 Listing
 Selling
Permission
 to use first names
 to take notes
Qualifying
Remembering names
Voice mail

Questions the Top Realtors® Ask

Alternate of choice
Inverted tie down
Involvement
Listeners, types
Porcupine
Tie down
Why we ask

Handling Objections

Concerns
 Addressing
 Six steps
Conditions

Closing the Sale

Buy
 Verbal signs
 Visual signs
Closing
 Defined
 Strategies
Let me make a note of that
Reflex question
Test questions

Closing Techniques of the Top Realtors®

Buyer's remorse
Fact-weighting scale
I want to think it over
It costs too much
Lost sale
Oblique comparison
Reduction to ridiculous
Secondary question
Similar situation
Think it over

Keeping a Positive Attitude

Attitudes toward failure
Champion creed