

The Psychology of Closing Sales:

How to close more listings and get more buyers

Study Guide

Module Outline

Section 1: How to Influence Without Manipulation

Section 2: The Right Visual Field

How to Increase Your Closing Ratio With Touch

Section 3: The Psychology of Closing

Contrast What You Sell

How to Up-Sell

Stories and Metaphors

Reciprocity

Benefits to You:

How to get your listing and buying prospect to remember 3 times as much in 1/2 the time

How to increase your closing rate to 90% without working any harder

How to contrast what you sell so it's perceived as a better deal

How you can make 30% more income by up-selling buyers - and knowing when to do it

How to use stories to become more persuasive

How to use reciprocity to gain more compliance

Section One: How to Influence Your Customers Without Manipulation

1. What grabs a reader's attention first when they view Real Estate ads
2. Your prospect's greatest attention is on the right side of a sheet
3. If you want customers to remember your ideas and be more influenced, put graphics or written information in their right visual field
4. We tend to remember things longer if we are touched. University of Minnesota research has determined that we are influenced favorably when touched while being presented with a persuasive message.

Most of the psychological studies in this area have shown that people tend to think of those who touch as more caring and persuasive than those who don't touch. The same studies have also shown that most of us rarely notice being touched as long as it is naturally done in normal conversation and without manipulation. That means you should never touch anyone for more than 3 seconds or above the elbow. To touch longer risks causing the buyer or seller to feel uneasy. To touch above the elbow risks making the prospect feel you are coming on too strong, too fast.

Exercise 1

1. Would you like to see if this touch technique works? Try to touch the person next to you. First say something nice without the touch.
2. Touch them on the arm, below the elbow, and say the same nice comment again, in the same way. Did you notice a difference? Did this seem to influence your partner favorably? You can bet it will influence your prospect.

Section Two: The Power of Touch

There is a sexual subtext behind touching. A man will often think of a woman who touches as coming on to him. Yet only 5% of those who were touched in one experiment ever realized they had been contacted. The suggestion is to touch only when you have rapport. This is important no matter what you sell. If you touch too early without rapport, you will cause the prospect to feel uncomfortable. You'll recognize this easily. If you touch without rapport, your customer will back away from you or even break eye contact.

Exercise 2:

Take a moment now and practice this technique. Grab the person next to you again on the arm. But this time, try to sell a listing. To close, touch them below the elbow as you talk about a benefit. If you feel brave, you might even say, "I recommend we do this." To command more attention and better memory for your message, touch them on the arm as you reach the key point you can't afford them to forget. Try this now.

Section 3: The Psychology of Closing

Contrast What You Sell

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If you want to upsell, do you sell the most expensive home first or show the less costly property?

Research at Arizona State University has shown that you should contrast your listing with another one first that makes your property look good by comparison. The contrast principle is effective especially if your property price is on the high end.

Up-selling refers to the process of getting your prospect to make another purchase after they have initially bought. Up to 30% of your sales can be made after the prospect has made an initial decision to buy. If you have nothing else to sell, try getting business for your referral partners. Try to get business for your pest control partner or mortgage partner. But make sure the referrals are reciprocal. Don't get referrals for a partner who hasn't referred back to you. Up-selling is an extremely lucrative way to make money if you are savvy enough to ask after the decision to list or buy is made.

Stories and Metaphors

Grab Your Prospect's Attention

Understand You Better

Emotionally Connect Them

Remember Your Benefits Longer

Reciprocity

We are all organized for quid pro quo. When someone does something nice for us, we are compelled to reciprocate. The only exception is when your listing or buying prospect feels you are trying to manipulate. But if they feel you are being nice and like them, they will in turn do something nice for you also.

Leader guide-

Section 1: How to Influence Without Manipulation

Your sales producers are often confused about how much and what their prospects pay attention to. Tell them that when they put illustrations on paper, information should go on the right side of a sheet. If they are showing a written message to someone, they should put the idea in the prospect's right visual field. Touching has been proven to be the best technique available to get prospects to remember 3 times as much in half the time. It is also very effective at increasing the closing rate of your salespeople. Make sure you tell them to touch only as a way to get people to make decisions. Touch only for the benefit of the prospect to direct their attention to the critical benefits, not solely to make more money.

Exercise 1

Ask the attendees to say something nice to each other. Make light of the comment. Then ask them to say the same nice comment but this time touch their partner on the arm as they say it. Ask them to tell you if they felt a difference. Did it seem to favorably influence the person being touched?

Section 2:

The Right Visual Field

How to Increase Your Closing Ratio With Touch

Touch is effective in getting people to remember information longer and be more influenced by it but it can also be used to close listings and buyers, as long as it isn't used to manipulate. If you have any attendees who still aren't convinced that prospects won't feel offended by being touched, remind them again of the research. Touch is noticed only 5% of the time if it's done below the elbow for less than 3 seconds.

Exercise 2:

Get your group to try the role play again but this time, touch while selling their own product or service. Ask them to say, "I recommend ..." as they touch. Ask them also to touch while they are presenting a particularly good product feature. Such as a competitive benefit that contrasts your product favorably with the competition.

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Much research has been done on the effects of presenting products in the most favorable light. Politicians win when they are able to highlight the differences between themselves and the competition but, just as importantly, it is also critical to highlight the value between products. Explain to your attendees the need to create a contrast between your product and others.

Up-selling can bring an extra 30% income to you and your company. The time it takes to initially sell is expensive. The time it takes to up-sell is cheap. Often major add-on sales can be made in just a few minutes after the primary purchase or decision to list. Explain this to your salespeople. You may also wish to tell a story from your own experience on how you were able to up-sell a customer.

Stories and Metaphors

Grab Your Prospect's Attention

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Remember Your Benefits Longer

Tell your Realtors about sales you have made by using stories. Also tell your team again that listing and buying a home is emotional. The only way to communicate that emotion is using stories.

Reciprocity

We are all organized for quid pro quo. When someone does something nice for us, we are compelled to reciprocate. The only exception is when your listing or buying prospect feels you are trying to manipulate. But if they feel you are being nice and like them, they will in turn do something nice for you also.

Give your team examples of how to use reciprocity. Bringing flowers to an appointment, cups of Starbucks when showing buyers a home, or even buying lunch when showing houses.

Practice

A lot of research shows students can learn a concept only after they have used it 5 times, any fewer will be forgotten. 70% of memory is gone after 24 hours and 90% is gone after 48 hours unless they practice after they hear a concept and again the next day.

Ask your salespeople to practice the techniques discussed in this video between now and your next sales meeting. Ask them especially to try the touching technique to close sales or to get prospects to retain key points in memory. They should try the touching technique with at least 5 people between now and your next sales meeting. Ask them at your next meeting what they learned and whether it worked.