



STS
SALES TRAINING SERIES

**Peak
Performance
Selling
for
Real Estate
Professionals**

with Tom Hopkins

Questions Top Realtors® Ask

NOTES

Length – 27:40 minutes

Why Do We Master Questioning?

1. To gain_____.

John and Mary, over the years we've found that many people have certain likes and dislikes about a property or a home. Could you, Mary, just take a minute and kind of tell me about the home you last owned?

2. To determine their _____of_____.
If you ask a question and you see their interest spike, ask more questions about that question.
3. To get_____.
If you get enough minor agreements, the momentum will carry the major decision.
4. To arouse and control_____.
5. To isolate_____.
6. To determine what they want to own.
7. To acknowledge a_____.
8. To help them_____the decision.

Questioning Strategies We Must Master to Succeed in Sales

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1. Tie-down: A question at the end of a sentence that demands a 'yes.'
 - a. *A reputation for professionalism is important, isn't it?*
 - b. *Investing in a neighborhood where property values are on the rise makes sense, doesn't it?*
 - c. *The extra bedroom could be used as a den, couldn't it?*

Write your own example:

2. Inverted tie-down: Putting the tie-down on the front for more warmth suggests a 'yes.'
 - a. *Isn't a reputation for professionalism important?*
 - b. *Doesn't investing in a neighborhood where property values are on the rise make a lot of sense?*
 - c. *Couldn't the extra bedroom be used as a den?*

Write your own example:

3. Alternate of choice: A question with two answers. Either answer is a minor agreement leading toward the major decision. Best used for time of appointment, type of investment, and money amounts.

a. I'm available to visit with you today at 3:00 p.m., or would tomorrow at 9:00 a.m. be better?

b. Mary, do you think this would be Jimmy's or Susie's room?

4. Involvement “Mover-Inner”: Asking the buyers questions they must ask themselves after they own the home.

a. How will your living room furniture fit in this room?

b. You have mentioned that you enjoy working in the yard. Would you do the landscaping yourself or have it done?

Write your own example:

5. Porcupine: Answering the right question with a question, and then with their response, moving onto the paperwork.

Client: How soon can you get us into this home?
You: *What time schedule would best suit your needs?*

Client: The refrigerator matches the built-ins. Will they leave it?
You: *I can certainly find out for you. Shall I ask?*

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Types of Listeners

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1. Poor – Doesn't really hear what's being said. They're only focused on what they're going to say next.
2. Good – Hears most of the words, but can miss the meaning beneath the words.
3. Empathetic – You are totally focused on what they're saying, but you also have the ability to know where you're going next in the conversation.

Elements of a Good Presentation

- 1.
- 2.
- 3.

The Mood of the Move

To be successful in real estate, you must have a practical understanding of the emotions churning through your clients. Having empathy for your clients and knowing their situation is crucial. You must become skillful at synchronizing your moves with a wide variety of client emotions. How well you do this has a powerful effect on your income.

We often work with people who are suffering from a major upheaval taking place in their lives. Selling a cherished home; facing the personal turmoil of moving to a new area; worrying about making far greater financial decisions than they are accustomed to; coping with whatever situation--sometimes a family tragedy--that has forced their home on the market. All can be painful to bear.

Champions care more about the people than the property. Start asking yourself, "How do I feel about how they feel?" If your attitude is, "I couldn't care less," they won't care to list with you. There probably aren't two clients in a hundred who'll admit it, but one of the reasons people hire you is to get attention and sympathy while a matter that's of great importance to them is being resolved.

If I were working with a couple that is being transferred due to a promotion, I'd be more concerned with relating to the partner who wasn't promoted. They're likely happy for their spouse, but may also be worried about the impact on the children, their friends, local relatives and so on.

Now let's look at another situation. Let's say we have a man who, instead of getting the promotion he's worked for and thinks he's earned, is making a lateral move. As he sits in their living room waiting for you to come over, he's mad at his company. But he's also mad at himself for failing to get a better promotion. So he's going to move again, and there's no joy in it for him.

When you walk in there, you're part of the company he's mad at because you're the vehicle that's going to move him. And he's especially afraid of making a mistake in listing his house because of his insecurity. When people are excited and happy about a move, they'll be more in line with your research on market value than people who are unhappy about the move will be.

You will frequently run into cases where it's a change in the woman's career that puts the couple's house on the market. When you walk into a home you want to list, start asking questions so you can understand why they are doing what they're doing. Until you know the reason, you can't start feeling their feelings and relating to them properly in order to serve their needs.

What if the reason for moving is down and discouraging? Although these situations are touchy to work with, they're more likely to give you the opportunity to render great service to someone who really needs it.

In divorce situations you must exercise great tact and understanding. You have to play it professionally with both of them. Keep it constantly in mind that if either person suspects you of making moral judgments about them, you're not going to be their agent. You're working with highly emotional people; the great pain they're feeling makes them turn to anger, resentment, and non-cooperation at the slightest hint of provocation. When you go into that kind of emotionally supercharged situation, you're as much an undertaker as you are a real estate agent. You're working with grief--a marriage has died. You're there to help bury it. But you're not there as a marriage counselor. All you can do to help is to get them the most money for their home in the shortest possible time. To earn that chance, you must handle both those people so very carefully. Build a performance that relates to their needs.

What if the family is selling because someone in it has passed away? If you go in there and run a standard routine on them without connecting your emotional level to theirs, you're not going to reach them and you're not going to list them. First, you must gain their attention; second, you must gain their trust; only then do you have the opportunity to gain their business.

Think about financial crisis, another common reason for moving. Have you ever known people who were about to have their home repossessed? It's a painful position to be in, and you will have to be exceptionally considerate of how these people feel about their difficult circumstances.

As a real estate professional, you have more than a job; you have an absolute obligation to do everything in your power to feel like your clients feel.

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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-weighing 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