



**Peak
Performance
Selling
for
Real Estate
Professionals**

with Tom Hopkins

Closing the Sale

NOTES

Length – 22:31 minutes

Closing defined: Professionally using a person's desire to own the benefits of your product then blending your sincere desire to serve in helping a person make a decision that's truly _____.

What Really Happens When You Close the Sale?

1. You help clients _____ a decision they want to make.
2. You help clients head off _____.
3. You help clients deal with their _____.
4. You help clients overcome _____.

Buying Signs to Watch For

Verbal –

Visual –

The Final Closing Sequence

NOTES

The final closing sequence begins one of three ways:

1. The buyer asks you a _____ question. Use these seven words to move onto the form: "Let me make a note of that."
 2. You ask them a _____ question. This is a question that tests whether or not they're ready to go ahead.
John, how are you feeling about all of this so far?
John and Mary, do you see why I'm so excited about this property?
 3. You ask them a _____ question to move onto the paperwork.
 - 1.
 - 2.
 - 3.

If they stop you, warmly say, *I know you're not completely sure of the decision to go ahead. However, it's been proven that a good decision is only as good as the facts, so it makes sense that I outline all the facts so we can carefully weigh everything and, at that point, make the right decision, okay?*

When you finish filling out your paperwork, pick it up, scan it for accuracy, and deliver your final closing sentence.

John, with your approval right here, we'll set up the closing in 30 days.

Critical Instruction: Whenever you ask the final closing question, !

Increasing Your Sales Effectiveness

Many of us have one sales message. Because it's successful with some of our prospects, we overlook the fact that our single message falls flat with many others.

Let's suppose that your basic presentation takes about fifteen minutes. Of course, you vary it slightly to fit each prospect's situation but, basically, you give the same presentation in the same way to everyone. The style that you always use might be described as brisk, businesslike, and pleasant.

You've chosen a style that's effective between 30 and 60% of the time. (Effective in the sense that it'll allow you to make the sale if everything else is right.) Now let's go after the other 40 to 70% who are turned off by brisk, businesslike, and pleasant types with their shiny shoes and cheerful smiles.

Design and practice three variations on every aspect of your selling sequence. You may be varying your approach to some degree now, but you'll enormously increase your ability to fit your words and actions to each prospect if you'll consciously work at creating triple-headed responses.

Let me explain further. I'm recommending that you practice three ways of phrasing every good answer that you have to each objection. One phrasing might be slangy or homespun, another might be lofty or long-worded, and one should be clearly stated in standard English.

The triad concept doesn't stop here. Each of those three phrasings of the single answer can be said fast, at medium speed, or slowly. You can speak softly, in normal tones, or loudly. Your attitude can be respectful, friendly, or assertive. That's 81 variations on a single answer to an objection. ($3 \times 3 \times 3 \times 3 = 81$) When you apply this idea to every aspect of your selling sequence, you'll quickly develop such a huge inventory of responses that finding the perfect fit for every prospect will be easy. (Perfect in the sense that if there's any way the sale can be made, you'll make it.)

PRESENTATIONS

Start with your basic presentation and devise three variations. Here's one set of possibilities:

- 1.) Casual, relaxed and alert.
- 2.) Brisk, businesslike and pleasant.
- 3.) Intense, candid and personal.

DELIVERY

Develop three moods of delivery:

1.) Light. You can be easy without being careless and you can be funny without getting hooked on it. I've known salespeople who would rather get a laugh than make a sale. Do some of your laughing on the way to the bank by using humor in sales situations to further sales, not to amuse yourself.

If humor isn't your forte now, don't worry--it'll come in time. Meanwhile, cultivate a relaxed approach that will ease you into closing position with the more informal of your prospects who can't stand the all-business attitude.

2.) Medium. A cordial, alert, matter-of-fact stance gives you the safest start with old customers who have volatile temperaments and with future clients you don't know yet.

3.) Heavy. Be prepared to talk fast and concisely in high pressure situations. Nothing works well here except bone and muscle delivered in short, crisp sentences. No jokes, no flowery phrases, no confusing technicalities. Practice this one hard and you'll be surprised how often you'll use it, and delighted how often you'll win with it.

Do this and you can't fail to multiply your effectiveness, reduce your frustrations, and expand your income.

Here's the triad concept. It sounds complex but it isn't. All you have to do is train yourself to think in terms of three:

- three routes to every treasure,
- three solutions for every challenge,
- three chances at every opportunity.

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Excerpted from Tom's book, Mastering the Art of Selling Real Estate, Portfolio Books, 2004.

Peak Performance Selling for Real Estate Professionals

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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