

Session 4: Success Through Questions

No great Real Estate salesperson was born great. The great ones are trained to be great. The first thing they have to be trained to do is to just do the opposite of what most salespeople do. That means they aren't fast talkers. They are excellent listeners.

Control with Empathy and Questions

If I say it, they tend to doubt it.

If they say it, it's true.

The Card Trick

Note: You must have three things to apply the card trick to closing a sale or taking a listing.

1. Knowledge of your inventory.
2. Knowledge of financing.
3. Knowledge of paperwork.

Question Forms

1. **Alternate of Choice:** A question with two answers. Either answer is a _____ leading towards the _____.

These can be used as far as: Time, Possession Date, Personal Property Included.

Examples:

- a. I have an appointment opening today, or would tomorrow be better?
- b. Would this be Susie's or Jimmy's room?
- c. John and Mary, would you use this as a den or as a family room?
- d. Which would be more suitable, a 5% or a 10% deposit?

2. **The Tie-Down:** A question at the end of a sentence that demands a yes response.

Examples:

- a. Mr. and Mrs. Johnson, a reputation for professionalism is important, **isn't it?**
- b. Double moves are expensive, **aren't they?**
- c. It would be convenient to move as a family, **wouldn't it?**
- d. This neighborhood shows real pride of ownership, **doesn't it?**
- e. The owners have done a lovely job with the landscaping, **haven't they?**
- f. We really enjoy a fireplace on a winter's night, **don't you?**
- g. Standing here on the patio I can almost smell the steaks cooking, **can't you?**

3. **The Feedback:** They hit you with an objection. Instead of fighting it, you just feed it back to them.

Phraseology to Bypass or Shelve:

You know what I'd like to do, let's go through the entire home. When we're done, I'll bring up all these little areas of concern. May we?

Examples:

- a. **Buyer:** I think this bedroom is just too small.

Answer: This bedroom is too small; can you elaborate?

- b. **Buyer:** It costs too much.

Answer: Today, most things do, can you tell me about how much too much you feel it is?

- c. **Buyer:** The payments are too high.

Answer: John and Mary, the payments are higher than you feel you can handle. About how much too high do you think they are?

4. **Involvement Question:** A question they must ask themselves after they move in.

Examples:

- a. How will your furnishings fit in this room?
- b. You've mentioned that you enjoy working in the yard. Would you do the landscaping yourself or would you have it done?
- c. If they say: This wall needs painting.

Answer: Should we see if the seller will, or would you like to choose the color and do it yourself?

5. **The Porcupine:** Answering a question with a question, and, if feasible, writing the answer on your paperwork.

Examples:

- a. **Buyer:** Will they leave that swing set?

Answer: Do you think the children would enjoy it?

- b. **Buyer:** Do you think we can take possession of the home in 30 days?

Answer: Would you like to take possession in 30 days?

- c. **Buyer:** Will they paint that room?

Answer: Would you like me to ask them to paint it?

Phraseology to use when they stop you from writing on the paperwork:

John, I understand, but I organize my thoughts and keep everything in the proper perspective and I do that on the paperwork so I won't forget anything. Don't worry we're not going to go ahead until you're both sure of the home.

Practice Answering A Question With A Question

Piggy Backing — Talk about a subject, stop on a word, then the other person has to take off on your last word and continue the conversation.

These role plays demonstrate:

Answering A Question With A Question — This will increase your ability to be aware that when they hit you with a question you may want to answer it with a question. Don't overdo it!

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Piggy Backing — You're not only having to listen to what they say, you're having to listen to why they're saying it. Also, you learn to know how to use what they're saying later.

- d. **Buyer:** Will they take less?

Answer: I've learned never to make a decision for a client. Please realize I'm only authorized to quote the listing value, any less would have to be negotiated. What are your feelings as to the value?

- e. **Buyer:** Doesn't everyone offer less?

Answer: Surprisingly, the finer right priced properties normally sell for the listed price. For those that do make an adjustment, the average amount they come down is about 2-1/2% of the listed price. Taking all these things into consideration I truly believe that this home is priced right. What are your feelings?

- 6. **Similar Situation:** Telling them a story about someone else who's in the same situation they're in today.

Examples:

- a. **Seller:** We can rent it. We don't have to sell it.

Answer: That certainly is true. Renting a home is a good investment; however, it is a proven fact that few tenants take the pride in ownership that an owner does. In fact, it's feasible that any appreciation in value could be offset by what we call *deferred maintenance* and necessary repairs. Have you ever rented or managed a rental property before? (No). It can be a rude awakening. The other day I was talking to a broker who's been in Real Estate for about 20 years. He had decided to rent his home. He thought he had qualified people. It was sad to find out they're what we call *professional tenants*. He said that after receiving no rent and going through eviction proceedings, he finally got his home back. He said it cost almost \$2,000 to repair and refurbish the home. This is the type of thing that bothers me about renting, doesn't it worry you?

Nasty Words — any word or phrase that creates fear.

- 1. Commission = _____
- 2. Down payment = _____
- 3. Monthly payment = _____
- 4. Contract = _____
- 5. Buy = _____

6. Sell or Sold = _____
7. Deal = _____
8. Sign = _____
9. Pitch = _____
10. Prepayment penalty = _____
11. Offer = _____
12. Balloon payment = _____

*Quit telling — start asking, listening and remember, it's not so much what you say,
but how you say it!*