

Leader's light



Weekly overview of

session seven



key keepers:

1. The agent who masters the handling of objections and stalls has the greatest advantage over the competition.
2. There are 4 common **Stalls** to look for: "We want to sleep on it," "We want to think about it," "We never make a decision without discussing it first," and "We want to find something first." Your job is to find the real reason they are delaying.
3. An **Objection** is the real reason they are not comfortable making a decision. Your goal is to change their thinking and eliminate concerns.
4. A **Condition** is when a third party must be consulted before a decision can be made. All conditions should be addressed at the qualifying stage.
5. Master the 3 techniques for converting their stalls into real objections: **Bait-and-Hook Technique, 3-Choice Technique and Columbo Technique.**
6. There are **7 Truths for Handling Objections**: most don't work, there are as many as there are people, use them only when necessary, sometimes the sellers just need a nudge, do something as opposed to nothing, K.I.S.S. theory (keep it simple, salesperson,) understand that it's the process that overcomes the objection.
7. The **OHT Process**: don't fight it, question it, isolate it, commit on it, handle it and close on it every time!
8. Practice your objection handling techniques often. Practice makes perfect!

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Weekly Team Stats

Ebby Halliday
Dallas, TX

Mark Leader

of Students: 198

of Sales: 59

of Listings Sold: 23

of Listings: 172

of Ancillary Services:
118

Total Transactions:
372

This Week's
Productivity
Per Person: 1.9

Previous Week's
Productivity Per
Person: 2.0

Warranties: 36
Mortgage Leads: 43
Relocations: 2
Insurances: 24
Recruits: 1
Home Inspections: 2
7% Listings: 7

Top Producing Team:
Team F
Douglas Doers

Productivity of Top
Team: 3.1

Leader's
Choice®

Mark Leader Courses®
8 Whispering Pine Place
Barrie, Ontario L4N 9R9
Phone: (877) 730-6941
Fax (705) 730-6924
www.leaderschoice.com
email: mail@leaderschoice.com

Mark's thought for the week

Master and use Mark's objection-handling warehouse. Review each objection and know where and when to use it appropriately. Remember that each OHT has more than one use. You will find the OHT's in the exhibits section of your manual.

session 7 in brief

