

Leader's light



Weekly overview of

session four



key keepers:

1. Use short phrases to move people along. Reduce resistance, and get them where you want them;

i.e.: I would. Should I? You sure? Fair enough? Let's pretend. Any questions? Is that a yes? No problem. May I be candid? And RRR (repeat, reassure and resume.)

15 Tips For Successful Promotion:

Prior to creating marketing pieces, be sure they comply with **ALL 15** tips in order to ensure success.

2. A great visual presentation is comprised of specific components as follows:

Components of a Visual Presentation:

1. Explain Successful Sales Process (Tell them what you are going to do before you begin.)
2. Go over all state and local agency and disclosure forms.
3. Ask client qualifying questions, tour property, then proceed with visual presentation.

Book 1, Component 1:

- My Background (Silent Salesperson): (Ideally to be sent prior to listing appointment. Computer version is the state-of-the-art way to go.)
- Personal Mission Statement
- Family
- Résumé credentials and related experience)
- Press releases
- Certificates of courses taken
- Copy of real estate license
- Industry designations
- Satisfied-client list
- Letters of recommendation
- Pictures of homes sold

Book 1, Component 2:

- My Team company vision/mission statements
- Photograph of your office and team
- List of office addresses
- Advertising schedule
- Collective market share of your organization
- Statistical information (comparison chart)

Laptop, Component 1:

- Marketing Plan answers the question, "How will you get the job done?"

Laptop, Component 2:

- Pricing presentation and estimate of net
- market evaluation
- Market value/investor visuals
- Time triangle
- Net sheet

Laptop, Component 3:

- Agency relationship
- All required state/province forms

Laptop, Component 4:

- Everything else: (objection handlers)

3. Always explain things to the sellers and buyers using the **FBBC Formula:** state the fact, add a statement, called a bridge, that demonstrates the benefit for them and then close.

4. Create your: **Company Comparison Chart**

5. Work FSBOs on a regular basis because: 60%+ will choose an agent eventually, there are lots of them around, you can put more money in their pockets and full-service real estate has been around for more than 100 years. That's because it works!

Weekly Team Stats

Howard Hanna
Pittsburgh, PA

Mark Leader

of Students: 72

of Sales: 21

of Listings Sold: 16.5

of Listings: 103

of Ancillary Services:
54

Total Transactions:
194.5

This Week's
Productivity
Per Person: 2.7

Previous Week's
Productivity Per
Person: 3.4

Warranties: 17
Mortgage Leads: 22
Titles: 11
Relocations: 1
Insurances: 3
Recruits: 1

Top Producing Team:
Team D
Mid Mon Valley Money
Makers

Productivity of Top
Team: 3.6

Mark's thought for the week

If you want to get the upper hand over other competing companies, be sure that you always use your Company Comparison Chart.

It will differentiate you from all the others and provides the seller with a powerful visual of your services.

session 4 in brief

Leader's Choice

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