

# Leader's light



Weekly overview of .....

## session three



### key keepers:

Marketing Elements: we are business professionals, relationship sales is key, great customer service=repeat business, invest in your business so people come to you.

Someone will be in control on the marketing presentation. It may as well be you!

The seller(s) needs to know that you care about him/her before he/she will entrust his/her home to you.

There is a proven process for conducting a marketing presentation:  
**Small Talk Smart:** Break the ice and make them feel special.

**Comfort Zone:** Eliminate fear...great questions are the key here.

**Investigation:** Find a problem.

**Preview:** Look at the home from all points of view.

**Show Marketing Strategies:** Demonstrates how will you bring the home to market in the most compelling way possible.

**Pricing Presentation:** Estimate of price and time it will take to sell.

**Handling Objections and Stalls:** Address concerns.

**Close:** Get the signature!

Why just tell them when you can show them too? Retention is greatly improved when you use the **4 Components of Salesmanship:** questions, visuals, names and F&V (face and voice.)

When previewing the property: have the seller assist, fill out the listing, ask lots of questions, point out repairs and evaluate the property logically from all points of view.

Work **expires** because: 70% will list again!

### Weekly Team Stats

Ebby Halliday  
Dallas, TX

Mark Leader

# of Students: 64

# of Sales: 9

# of Listings Sold: 8

# of Listings: 35

# of Ancillary Services:  
34

Total Transactions: 86

This Week's  
Productivity  
Per Person: 1.3

Previous Week's  
Productivity Per  
Person: 1.1

Warranties: 2  
Mortgage Leads: 13  
Relocations: 1  
Insurances: 2  
Recruits: 12  
7% Listings: 4

Top Producing Team:  
Team D  
Tarrant County  
COWBOYS

Productivity of Top  
Team: 2.8

### Mark's thought for the week

Copy your client-qualifier questions onto your letterhead and keep them in your listing presentation. You'll need them every time you go on a listing!

## session 3 in brief

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