

Leader's light



Weekly overview of

session five



key keepers:

1. Getting price reductions is a matter of commitment and tenacity. There is nothing wrong with any listing that the right price and terms will not fix. Remember, all the servicing in the world will not help you to sell an overpriced, incorrectly marketed listing.
2. The "perfect" listing would have the right price, amount of time and great terms. If you don't have at least one of these in spades, turn it down!
3. Every listing has a range of value: high when it's mint condition and low when there are challenges.
4. **Three pricing presentation techniques:**
Talk Net Only: You're all in agreement about price, confirm listing, pull out and review the net sheet, get listing signed, and get out!
CMA Adjuster: Confirm listing, go over CMA and net sheet, get listing signed, and get out!
Fact-or-Fiction Technique: Confirm listing, explain your problem, explain the reasons for the market evaluation and what you did to substantiate your price. Explain your problem: tell them what they want to hear or tell them what they need to know to make a good business decision. Leave the decision to them.
5. Use your **Time Triangle and Investor/Market Value Technique** on all of your marketing presentations.
6. The **Eight-Step Closing Process:** If you want to get the "siggy," don't ever skip a step.
7. Getting a **Six-Month Listing:** put it on the agreement in advance, don't be nervous, give a reason it's important, master your "**Road-Trip**" and "**Business Opportunity**" techniques, and provide a service guarantee.
8. Master the use of the **Marketing Checklist.** It will: set your personal listing standards, create seller awareness and is a great prospecting tool.

Weekly Team Stats

F.C. Tucker Company
Indianapolis, IN

Mark Leader

of Students: 66

of Sales: 16

of Listings Sold: 9

of Listings: 18

of Ancillary
Services: 50

Total Transactions:
93

This Week's
Productivity
Per Person: 1.4

Previous Week's
Productivity Per
Person: 1.5

Warranties: 16
Mortgage Leads: 10
Titles: 22
Insurances: 2

Top Producing Team:
Team 2
Cyclones

Productivity of Top
Team: 1.9

Mark's thought for the week

The listing appointment is easier when you follow the steps in the process. Every time you skip a step, you lower your chances of walking away with the "siggy." Allow yourself the right amount of time, and be 110% prepared. That's half the battle!

session 5 in brief

Leader's
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