

# Leader's light



Weekly overview of .....

## session eight



### key keepers:

1. Far too much business is lost on the phone. Agents who are able to effectively handle a phone (or Internet) inquiry and close for the appointment are the ones working with the motivated buyers and avoiding the lookers.
2. The agent is the sender of the message and the customer/client is the receiver. The message is: required office meeting every time: **R.O.M.E.**
3. Use the phone inquiry to: separate lookers from buyers, know that they have other ads circled, know that they don't call you back (so, if not in the ad/Internet, don't give them the address,) get them to come into the office, don't try to sell houses over the phone, demonstrate the right attitude and let the process handle the inquiry.
4. Commit the path for the phone/Internet inquiry to memory, and use it on all calls or Internet inquiries.
5. Understand that the key to the phone path is the **Six-Qualifying Questions**. Without them you will not have the information you need to identify the problem and offer the solution. Don't skip a step!
6. Learn how to ask questions like a leading salesperson: ask the question, acknowledge the answer, write answer down, look at the answer as a problem, do not handle objections during the questioning and maximum time for the questions= 1-2 minutes.
7. If not in the ad or on the Internet, keep the address guarded. Make a personal commitment not to give it out. Master the reasons why you can't: office policy, security reasons and owner asked me not to.
8. The three main reasons for holding an open house are: to sell the house, to prospect for buyers and to prospect for listings.
9. Successful open houses are well-planned events. If the proper marketing does not occur, the open house will be poorly attended. There are **10 Tips & Techniques** for conducting effective open houses. Follow them to the T!

Visit our Leaders Elite website: [www.leaderselite.com](http://www.leaderselite.com) to learn more about our program and how to become involved in the life-changing experience of personal development and business growth.

### Weekly Team Stats

The Keyes Company  
Dania, FL

Mark Leader

# of Students: 96

# of Sales: 25

# of Listings Sold: 13

# of Listings: 94

# of Ancillary  
Services: 53

Total Transactions:  
185

This Week's  
Productivity  
Per Person: 1.9

Previous Week's  
Productivity Per  
Person: 1.5

Warranties: 1  
Mortgage Leads: 11  
Titles: 12  
Relocations: 4  
Home Inspections: 3  
Price Reductions: 8  
7% Listings: 14

Top Producing Team:  
Team E  
Listing Lions

Productivity of Top  
Team: 3.2

### Mark's thought for the week

You have completed 8 weeks. You are well on your way to becoming a leading salesperson. The key is to review, master, refine and stay with what works. Go to the tools page in the exhibits section of your manual. How many tools have you mastered? If there are a few that need practice, set time aside to listen to the CD for that session and do so with your book open. The agent who masters the most tools gets the listing!

## session 8 in brief

## Leader's Choice

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