

Leader's light



Weekly overview of

session nine



key keepers:

1. Separating lookers from motivated buyers is **step one** for getting more buyer closings, more quickly.
Step two is following the process:
 - Meet for the sit down
 - Sell yourself first
 - Qualify for seriousness
 - Have Exclusive Right To Represent Agency Agreement signed
 - Select
 - Show
 - Go back to the office
 - Close
2. Remember that the **Buyer Comfort Zone** separates you from your competition, shows the buyer that you care about what matters to them, puts you in control of the appointment and helps you to find a problem and provide the solution. The key to finding the problem is the: **Client Qualifier**.
3. Tips for negotiating: tough one, use "we" word a lot, never present in front of "Uncle Nick," keep them hoping and K.I.S.S. = keep it simple, salesperson!
4. Follow the 6-steps of the "**Offer Presentation Path**" every time. Remember that it is your job to show the seller that an offer is better than no offer at all, they may not get a response if they decide to counter the offer, the market is always shifting and offers are not guaranteed. If they want to think about it, you must find out what it is they want to think about!
5. **The Leader Support Group:** Create yours today, and follow the agenda carefully.

Visit our Leaders Elite website: 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.

Visit our Alumni Club website:

www.leaderschoice.com/leaderschoice/alumni-club/index.php

As a graduate of Leader's Choice, you are entitled to participate on a monthly webinar call which you will be invited by email to attend.

Leader's Choice doesn't stop after the classroom; the training continues!

Weekly Team Stats

The Keyes Company
Dania, FL

Mark Leader

of Students: 96

of Sales: 55

of Listings Sold: 37

of Listings: 129

of Ancillary
Services: 57

Total Transactions:
278

This Week's
Productivity
Per Person: 2.9

Previous Week's
Productivity Per
Person: 1.9

Warranties: 2
Mortgage Leads: 16
Titles: 15
Insurances: 1
Home Inspections: 3
Price Reductions: 4
7% Listings: 16

Top Producing Team:
Team A
Powerhouse
Productions

Productivity of Top
Team: 5.6

Mark's thought for the week

You made it. Congratulations!

Q: Now, what do you do to keep the success going, stay focused and continue on the path of a leading salesperson?

A: Form a support group and hire a coach. The steps for forming an effective support group are carefully explained. Why not start today? Talk to the members of your team and see who's in.

session 9 in brief

Leader's Choice®

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