

Satisfying the Seller



Strategies to Get, Service and Sell Listings

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- Introduction

- The Chip in the Brain

Imagine...

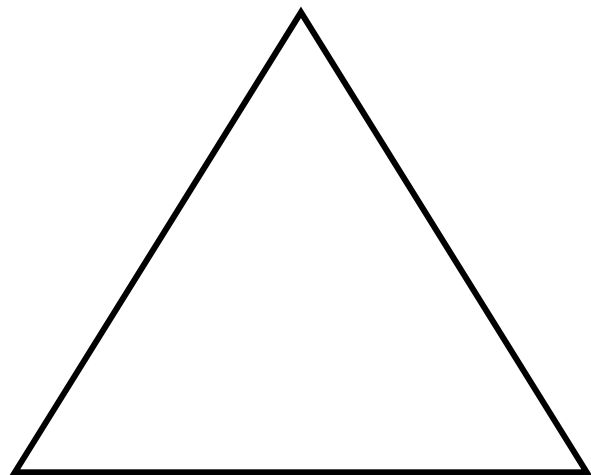
Example: “Thank you for calling the desk of _____. I am on the phone prospecting for potential buyers for homes that I currently have on the market. Your call is very important to me. Please leave a brief message and I will return your call at 10:30, 1:30, 3:30, etc. Have a great day!”

- 5 Reasons to be a Listing-Focused Agent

-
-
-
-
-

- The Power Triangle of Listings

Key Point: If I can't...



• Win It Before You're In It - *The 10 Steps to Getting the Listing Every Time*

3 Themes

1. A _____ will yield a

2. There is a _____ between

3. We want you to make an _____

The 10 Steps...



_____ for the _____



The _____ Phase

Are you utilizing "The Call"?



Deliver a _____ - _____ Packet



Do Your _____



First _____

Are you utilizing "The Chat"?



The _____

Three things to do before starting your "presentation"

- 1.
- 2.
- 3.



Sell _____ First



_____ & _____



_____ the House



_____ the Deal

*“Wise men speak because they have something to say;
Fools because they have to say something”*

- Handling Objections

- Short listing?
- Different company?
- We can save the commission by selling it ourselves?
- We have a “friend” in the business?
- You don't know my area?
- You're too new?
- We want to think it over?

- Handling Commission Objections

- What Happens Once You're “Listed”

- _____ is critical
- _____ the property
 - “Let's get together...”
- Offer an _____
- _____ everyone
- I have an offer for you...
 - The Golden Rule?
- Presentation strategies
 - Where?
 - How?

- What Is “Negotiation”?

- Between _____ & _____

- The 6 stages of negotiation

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

- _____ VS _____

- What about multiple offers?

- Time is of the essence

- Working with affiliates

- Repairs & Walk-throughs

- You Made it to the Finish Line

- Closing gifts and Appreciation events

- Repairs & Walk-throughs

- Tracking Your Business

- Follow Up

Sean's Recommended Reading List

- ✓ QBQ! - John Miller
- ✓ Tribes – Seth Godin
- ✓ Linchpin – Seth Godin
- ✓ Poke the Box – Seth Godin
- ✓ How to Be a Great Real Estate Agent – Joe Rand
- ✓ Delivering Happiness – Tony Hseih
- ✓ Setting the Table; *The Transforming Power of Hospitality in Business* – Danny Meyer
- ✓ The Fred Factor – Mark Sanborn
- ✓ The Difference Maker – John A. Maxwell
- ✓ The Good Life Rules – Bryan Dodge
- ✓ Predictably Irrational – Dan Ariely
- ✓ Contagious; Why Things Catch On – Jonah Berger
- ✓ A Whole New Mind – Daniel Pink
- ✓ Drive; *The Surprising Truth About What Motivates Us* – Daniel Pink
- ✓ Switch; *How to Change Things When Change is Hard* – Chip & Dan Heath
- ✓ The Referral Engine – John Jantsch
- ✓ The Conversion Code – Chris Smith
- ✓ Steal Like an Artist! – Austin Kleon
- ✓ First Break All the Rules – Marcus Buckingham & Curt Coffman
- ✓ Now, Discover Your Strengths – Marcus Buckingham & Donald Clifton
- ✓ Really Important Stuff My Kids Have Taught Me – Cynthia Copeland Lewis
- ✓ Crush It! – Gary Vaynerchuk
- ✓ Integrity Selling for the 21st Century – Ron Willingham
- ✓ The Alchemist – Paulo Coelho
- ✓ Think & Grow Rich – Napoleon Hill
- ✓ The Complete Calvin & Hobbes – Bill Watterson



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