Better Homes and Gardens®
Real Estate

SEEDS OF SUCCESS WORKBOOK

Session Six

Slide 2

Workshop total time: approx. 90 min.

Review goals of session eight

Overall look at this session:

The essential skills of telephone skills are practiced; objections are handled; then, a full scenario is practiced where agents must apply all their skills. Building on skills getting increasingly more difficult assures becoming very skilled at getting appointments from the telephone.

How to handle the questions on the next page:

Have students work alone.

Live classroom: Following the discussion questions on the student page, lead a full discussion on ad and sign calls. Your goal is to help agents get really prepared, so they find value in ad and sign calls. You might want to figure out how much it costs the office (or the agent) to get the phone to ring each time. How much is an ad or sign call worth?

Session Six

Effective Techniques to Get the Appointment

Goals of This Session

At the end of this session, you'll have learned how to:

- Follow a process to get an appointment on the phone
- Handle the common objections encountered on the phone
- Ask qualifying questions on the phone
- Follow a process to get an appointment on email
- Handle the common objections encountered on email
- Ask qualifying questions on email
- Determine who is qualified to work with you
- Develop a plan for "Clients for Life"
- Celebrate you accomplishments
- Plan next steps

Slide 3

Resource List for Session Six

❒ **All materials can be found at**
http://bit.ly/seedsofsuccess

Materials

❒ Your marketing plan for "clients for life"

❒ Call session survey

❒ Your 3 reports

Slide 4

Some possible answers: To avoid having the caller hang up, follow a questioning process. In this session, we'll learn a process to get an appointment and control the call.

Review the Home Information Form, for it will be a good tool to use answering calls.

See the qualifying questions in the system for qualifying callers and getting appointments on the phone.

Don't show the buyer homes if you haven't qualified him. It's a horrible time management problem, and a deflator of your self-esteem.

Live webinar: Have students answer questions alone. Then, summarize using

Effective Telephone Techniques (Email & Social Media)

Getting an incoming call on a sign or an online or print ad is a great opportunity to gain a client. It takes skill and practice though to convert that caller to client. In this session, we'll learn a process to do just that.

Working alone, answer the following questions:

1. Preparation for answering ad and sign calls:
    - From observing others answering ad and sign calls, what is the best way to prepare?
    - What materials would you need to appear professional to the caller?
    - Where are the resources (ads, inventory lists, etc.) you'll need for answering ad and sign calls?
2. Professional telephone strategies
    - What, in your opinion, does the caller want from the call?
    - What does the sales associate want from the call?
    - What if the buyer refused to answer your qualifying questions?
      What would you do?
    - What follow-up method do you recommend after you've shown the buyer
      a property?

Slide 5

The Most Critical Sales Skill for Getting Appointments on the Phone

Unfortunately, most tell the caller as many features as they can remember! The caller then hears a feature he doesn't want, and hangs up. The agent is frustrated. To avoid this conclusion, we'll use a strategy that assures the caller does not hang up on a feature he doesn't want.

Before we learn the whole telephone technique dialogue, we'll concentrate on the most important skill, the skill of attaching a benefit to a feature and asking a question about the benefit.

We suggest following these three steps:

1. First, give a feature that the caller has told you is important to him.
2. Then, attach a possible benefit.
3. Finally, ask the caller if that benefit is important to him. Here's the process:

Feature **->** ***Benefit*** **->** ***Question***

Feature: A fireplace

Benefit: Warms the home, providing a cozy atmosphere even in the coldest winter.

Question: Are you looking for that kind of feeling in a home?

Feature: Large Backyard

Benefit: Room to entertain, family to garden and play games.

Question: Is a large backyard important to you?

Read the first part of the student outline. Give examples of this skill. Name a feature and attach a benefit. Then, ask a question about the benefit. Ask students to throw you a feature, and you attach a benefit and ask a question.

Practice Session: have students practice the same scenario. (5 min.)

In full discussion, find out how the technique worked. Have students answer the last question.

Skill Practice

From Feature to Benefit to Question

Working in pairs, one person calls on a home feature. The other one attaches a benefit, and then asks a question to the person who called out the feature. Then, reverse the situation.

In full discussion, explore other benefits of the same feature. Discuss how the first person felt when he was asked a question about the value of the benefit to him. Discuss what you would do if the caller told you that wasn't a benefit.

In what other sales situations could you use this feature-benefit-question?

Next we will weave this strategy into the whole telephone dialogue.

Slide 6

Before starting this section, read the process.

With students following the workbook, simply go through the process.

Live classroom: demonstrate the process by following the Practice Session.

Live webinar: give an example of the process, using slide 5.

A Process for Qualifying Callers and Getting Appointments on the Phone or via Email

Caller inquires on print or online ad, or sign:

Q: *Can you tell me what attracted you to that particular ad/home?*

A: It was the large yard.

Restate feature, attach benefit: *Yes, that home has a large yard, fenced, with lots of trees and privacy.*

Q: Ask a question about the benefit: *Are you looking for a fenced yard?*

A: Yes — Probe for more information

No — Ask what function a large yard will fulfill.

Listen to the answer; probe during this time frame. Introduce yourself. Ask for caller's name; may close for appointment now.

Slide 7

Go over communication guidelines—why this process is important.

Ask qualifying questions (works verbally or via email):

1. How long looking?
2. Been pre- qualified?
3. Working with other agents?
4. Home to sell?
5. When have to move?
6. How many homes have you looked at?
7. What's stopping you from purchasing?

Slide 8

Demonstrate the process: You play the part of the agent/ a student plays the caller (no objections from the caller).

Next, pair students to practice using the system. (10 min.)

Introduce various common objections

Communication Guidelines for all Incoming Inquiries

- Ask questions/probe
- Encourage them to talk three quarters of the time
- Don't interrupt; probe to get to the deeper meanings and needs
- Pace and mirror the conversation (if in writing, mirror the length of sentences, word usage)
- Don't give away all the features. Why is this highlighted?
    a. Why? Because no one can be sold on every feature of the home (think of your own home!)

Your goal: Qualify and make an appointment (to formally qualify or to show?)

Your goal if an email inquiry: Find a reason to pick up the phone as soon as possible. Start working on 'warmer' communication.

Full discussion: find out how the system worked, and answer questions. Stress that this process stops the caller from hanging up, and keeps the agent in control—one of the biggest problems in floor time! (25 min.)

Slide 9

Review the Objection Busting AAA method Give an example of this process, solving the answer part of one of the common objections agents on the phone.

Note: There are many ways to handle these objections. Point out that several are good, and the answers depend on the style of the company, the practice of the area, and the expectations of the clients.

Slide 10

Introduce various common objections.

Skill Practice

Sales Skills: Handling Common Objections

Working in groups of three, create an objection-buster in writing using the AAA formula for the objection you're assigned. After you've created the process, read your process to the rest of the group. Since you will be role playing all these in a few moments, jot down the process and the answers created.

Buyer just wants the address

A ____

A ____

A ____

Buyer has to check with spouse before making appointment

A ____

A ____

A ____

Buyer is just looking

A ____

A ____

A ____

Buyer has an agent

A ____

A ____

A ____

Slide 11

Example of how to handle a common objection.

Live webinar: assign participants to create and practice with someone answering these common objections.

Live classroom: do the workshop exercise on the next pages.

Buyer has a friend/relative in the business

A ____

A ____

A ____

Buyer wants to look on his/her own

A ____

A ____

A ____

Buyer wants to meet at the home for sale

A ____

A ____

A ____

Buyer doesn't have time to make an appointment

A ____

A ____

A ____

Slide 12

This is the second workshop exercise, building on the answers to the objections participants just created.

Keeping the groups of threes, follow the directions in the student outline. Because students are new at these objections, allow the observer and the student playing the agent to work on an answer before practicing it. Be sure, though, that the answer is practiced, not just talked about. Why? Because saying it like you'd say it to a real customer is much more powerful a learning tool than just talking about what you might do. **(15 min.)**

Full Discussion: What worked, what would you change, how much practice do you need to get really good at handling all these objections? (25 min.)

Skill Practice

Handling Objections

1. Form groups of three. The client throws an objection from the list above to the affiliated agent who then has a few moments to work with the observer to craft an answer. Next, the associate role plays the answer (using the AAA method). Afterwards, all discuss how to refine that answer, with other possibilities.
2. Next, change roles, choose another objection, and follow the same process.
3. Finally, change roles again, choose another objection and follow the process.
4. Discussion Afterwards: Exchange ideas on how to handle these common objections.

Practice handling these objections with a partner until you make them your own.

Skill Practice

Putting It All Together: Mastering the Telephone

Technique System with Common Objections

The next pages have several practices. Using the technique system you've practiced here, and the AAA objection-busting technique, practice the situations your facilitator chooses for you.

Use the evaluator below to plan and evaluate your skill:

Evaluator: Mastering Telephone Technique Rating (1-4)

1. Followed the telephone technique system.
2. Used complimentary non-verbal cues (same tone of voice, same pacing and same inflections).
3. Listened carefully to the feature and attached an effective benefit.
4. Avoided giving many features.

Slide 12

Live webinar: assign the agent to practice these situations with another agent.

Coaches should practice completing these three workshop sessions to assure agents can use this process.

Important: Gather some ads to use as subjects of the role plays.

Practice: Telephone Technique System with objections

Before putting people into practices decide how many practices you want. Decide how to assign the groups to the role plays you've chosen.

The next few pages have practices that require the students to apply all the skills he's learned. First, review the evaluator points, all 12 points here should be being mastered. Gather learners into groups of three; assign the practices to e tackled.

(You set the time frame, depending on how much time and how many people you have. (10 min./ practice, with evaluative feedback) (30 min.)

Full Discussion: Using the evaluative points you think are important, ask students for feedback. What worked, what were challenges, what requires more practice? (40 min.)

Asked a question about the benefit.

5. The affiliated agent demonstrated good listening skills (listened carefully, probed, used active listening cues).
6. Introduced himself/herself at an appropriate time.
7. Asked the name of the caller at an appropriate time.
8. Asked qualifying questions.
9. The affiliated agent handled the objections using the AAA method
10. Kept the dialogue in a friendly, supportive time, and encouraged the caller to give more information.
11. Closed for an appointment (if appropriate).

Discussion: As a result of the role plays and evaluations, here are important points about getting appointments on the phone:

____

____

____

Areas you want to refine in your telephone techniques system:

____

____

Tip: To do these role plays, gather some ads and choose some to use in the role plays.

Notes continued from previous section:

Ask questions students will answer in their workbook, working alone.

Simulated Calling Situations

Prospect #1 (Ad call)

Prospect's general attitude: Likes the ad and would like to see the home.

Initial statement/ question: "*I am calling about the ____________________ home. Where is it located?"*

If asked for name: Gives last name

Other questions: None

Objections to appointment: None

Meeting preference: At the address

Other homes to investigate: "I just called on one; they said someone will call back tomorrow."

Prospect #2 (Sign call)

Prospect's general attitude: Friendly, likes outside of the home.

Initial statement/ question: "I'm calling on your ad. How much are they asking for that home?"

If asked for name: Gives name

Other questions: "When can we get possession?"

Objections to appointment:

1. "Friend in the business."
2. "Have to check with spouse."

Prospect #3 (Ad call)

Prospect's general attitude: Friendly, will talk to person who is sincere and makes sense.

Initial statement/ question: "I'm calling on your ad. How much are they asking for that home?"

If asked for name: Gives name

Other questions: "What financing is available?"

Objections to appointment:

1. "Not sure ready for real estate agent."
2. "Have to check with another person who will be part of this decision."

Meeting preference: None

Other homes to investigate: Three other competitors' ads.

Prospect #4 (Ad call)

Prospect's general attitude: Quiet, doesn't like high pressure.

Initial statement/ question: "I called about the home you advertised."

If asked for name: Gives first name

Other questions: "Where is the home located?"

Objections to appointment:

1. "Sort of working with someone now."
2. "Could you just give me some information?"

Meeting preference: At the address.

Other homes to investigate: Had driven by a competitor's house they liked from the outside.

Prospect #5 (Sign call)

Prospect's general attitude: Sincerely interested, hesitant to work with an affiliated agent.

Initial statement/ question: "We just wondered how much our home is worth, what are they asking?"

If asked for name: "I would like to know more about the house first."

Other questions: "What's it like inside?"

Objections to appointment:

1. "We are just looking“.
2. "Want to look on our own".
3. "Like more information first".

Meeting preference: None

Other homes to investigate: Saw 2 in the same general area.

Prospect #6 (Ad call)

Prospect's general attitude: In a hurry with several other calls to make

Initial statement/ question: "I'm calling about your ad. Could you tell me all about that home?"

If asked for name: Gives first name

Other questions: "What is the address?"

Objections to appointment:

1. "Don't have time"
2. "Friend in the business"

Meeting preference: At the address

Other homes to investigate: Five other competitors' ads.

Slides 13-14

What's in a marketing plan?

Discuss budget: usually 5-10% of projected income from that source

Example: If you think you'll make 5 sales from that source @ $5000 per sale (total of $25,000 income), you would budget $1250 to $2500 for marketing?

Resources: All the resources in the Greenhouse, Digital Marketing Center, pinpoint, and various Better Homes and Gardens® magazines. We want the agents to utilize these resources in staying in touch with their most valuable past clients.

Discuss other marketing strategies

Your Marketing Plan for *Clients for Life*

You have created a marketing plan to stay in touch with your contacts. Now, let's create a marketing plan to stay in touch with your past clients. This marketing plan will provide you with tools and may be integrated with your earlier marketing plan, or, you may choose to make a separate marketing plan just for past clients.

Why is this marketing plan important?

- It is much less expensive to keep past clients than it is to get a new client.
- Focuses you on long-term relationships, not just that sale.

All salespeople say they prefer referrals to any other source of business. Yet, few create an ongoing communication/ marketing plan to actually get referrals! (Almost no one knows how much money they spent on their best source the previous year!). Here's your opportunity to look ahead in your business to long-term results. Rather than thinking of your best source of business, buyers and sellers after closing as past, think of them as vital parts of your business development, because they are. Try to create a plan to keep in touch with them regularly, to let them know you care more about them than just the check you get. According to businesses internationally, this follow-up is absolutely key to business success.

Working alone, answer these questions:

Slides 13-14

1. What are some company/office/outside resource materials that help you keep in contact after closing?
2. What are some strategies you've thought about, or seen others use, to assure that they keep in contact with their valued clients and customers?
3. How often, in your opinion, does a salesperson need to make contact with his/her target market to assure business from it?
4. How many referrals could you get from a satisfied client or customer, if you kept in contact with him or her 8 to 12 times a year? How much is that worth to you?
5. How much of your money would you be willing to spend in a year to get the return on investment that you decided upon (number of referrals)?

You can use the marketing plan template in bit.ly/seedsofsuccess to create a marketing plan to your best source of long-term business referrals, including your clients who have completed transactions with you.

Tip: Be sure to include actions, what type of actions, time frame, and budget.

Marketing YOU

You've marketing properties. You've made marketing plans for contacts and clients. Now, let's make a foundation for all your personal marketing.

Challenges of the new associate (or of all salespersons, at times)

- Not known
- Little credibility
- No experience
- Few testimonials

A method of marketing yourself: the Professional Portfolio

A Professional Portfolio is a still movie of you: your strengths, your skills, and your background. It forms the basis for all your personal marketing efforts. It answers the question why should sellers or buyers work with you? What about you is worthy of a seller's or buyer's trust and confidence?

Benefits of a Portfolio

Resource: Put together your own Book of Greatness (your office Professional Portfolio). There is a document listing the various sections of such a recruiting book in the coach's section of the Knowledge Bank. Use this book as an example to agents about how such a Portfolio can be used.

Lecturette: "Having confidence when you call potential sellers and buyers and when you interview them is critical to your success. This comes from your knowledge and belief in the valuable services you provide. The Portfolio allows you to take your strengths and talents from the rest of your life, and turn them into benefits for buyers and sellers."

Have students work alone in their workbook to create the foundation for their Portfolios.

Translate the foundation of a Professional Portfolio to other mediums.

Practice Session

Exercise on the student workbook page.

Features to Benefits: Attach a benefit (what's in it for me) to the feature, so the seller feels the service is meaningful to him. Give an example of a feature, of a benefit. A big mistake salespeople make is not to state benefits**. (5 min.)**

Put the students into pairs, with one reading the feature and one attaching the benefit. Follow the rest of the instructions in the exercise. (15 min.)

Total time frame:
20 minutes

Now go back and write features about your talents, abilities. Have your partner again add benefits to sellers or buyers.

Finally, in the features column, add values and qualities you know you have. Have your partner again add benefits. As your partner attaches benefits, jot down the most important words.

Do you start to see a pattern? Those are your strengths that you can use to promote yourself to sellers.

How to Create the Contents of a Professional Portfolio

In this exercise, you'll learn to take strengths from the rest of your life to translate to real estate. You'll see how to use those strengths as benefits. You'll create the visuals to show sellers (and buyers) why they can trust in you. You'll be able to use this information to create your foundational promotional piece, your Professional Portfolio.

Work Alone: Using the form below, write features about yourself: Start with what you did in business formerly. Then, add what you did in your personal life.

- Features
- Benefits to Sellers/Buyers
- How to Show It
  - Business
  - Talents, abilities
  - Values, qualities

Last, go back and decide how you could show these strengths to sellers or buyers. This show book will become your Professional Portfolio, the book that you give to sellers (and buyers) when you meet them, so they can get to know your strengths and how you work. This is the foundation of your promotional positioning. We suggest you assemble your Portfolio now.

You'll find some useful tips on what to put in your Portfolio are in bit.ly/seedsofsuccess.

Slide 15

Greenhouse Resources for you

How You Can Use Your Foundational Positioning in Other Mediums

- Social media marketing

  What social media sites do you want to use to differentiate yourself?

- Brochures

  What does your printed material say about you?

- Web testimonials

  Do you have them? Do they reinforce your 'positioning' and differentiation?

- Listing and buyer presentations

  How would you integrate your differentiation into the pre-first visit and presentation materials?

- Website bio

  Does your website differentiate you?

- The Professional Portfolio answers the question: What's unique about you? Why should people choose you?

Summarize the accomplishments of the group. Ask for input, feedback, and suggestions

Slides 16-18

Steps to Take Right Now

Practice: By practicing sales calls and sales strategies, you will become an accomplished salesperson in a short amount of time

☐ Build a call list of 25-30 people

☐ Talk to your coach about dialogue and approach

☐ Pick up the phone and make something happen

Email Survey

You will be receiving a survey via email to collect your call session numbers.

Be sure to submit this information NO LATER THAN 6:00pm EST the evening before Session 7.