

Your EDGE

“Consultative Selling”

- SOLUTION SELLING -



- Consultative Selling –
Your EDGE

As a real estate professional your most important responsibility is educating and guiding your clients in making **GOOD DECISIONS!** Shift your paradigm from conducting yourself as a “typical” salesperson to approaching your business and your clients as an **ADVISOR/Consultant**. Position yourself as an indispensable business partner, a **“TRUSTED ADVISOR.”** Earn your CLIENT’S trust, acceptance and differentiate yourself by delivering solid, sound, trustworthy and expert business advice. It is a more modern professional model and it will make a difference when guiding and counseling your **CLIENTS**.

The **RESULT**..... it will give you a distinct **“Competitive EDGE”** in the market place.

It is a different **“PROTOCOL!”**



REMEMBER

It is not just what you sell that makes you different,
but **HOW** you go about selling it!”

The LAW of “PROSPERITY”

*Your financial success will be equal to the quality and quantity
of **SERVICE** you deliver to others!*

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How to Believe in Yourself

Jim Cathcart

1. What do you really Sell?
2. Why are you in this business?
3. What is your objective (purpose) when on a listing appointment?
4. What is your most important tool you need to master before going on a listing appointment?
5. What is the most important personal trait to be “Successful in LIFE?”

Master your SKILLS – Improve your LIFE!

(Studies show that people enjoy their work when they do it well!)

The LAW of “PROSPERITY”

If you are going to prosper.
you first must help others prosper.

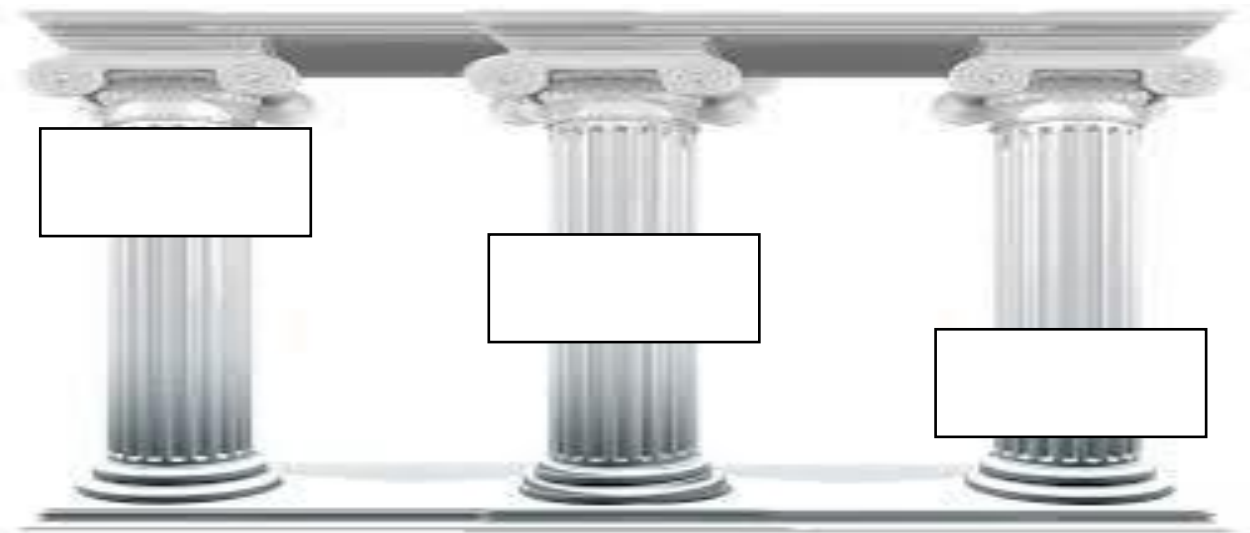


SUCCESS leaves “CLUES!”

“Insanity is doing the same things and expecting different RESULTS!”

Rewards of Service

Earl Nightingale



You DON'T get rich by doing certain things!
You get rich by doing things in a CERTAIN WAY!

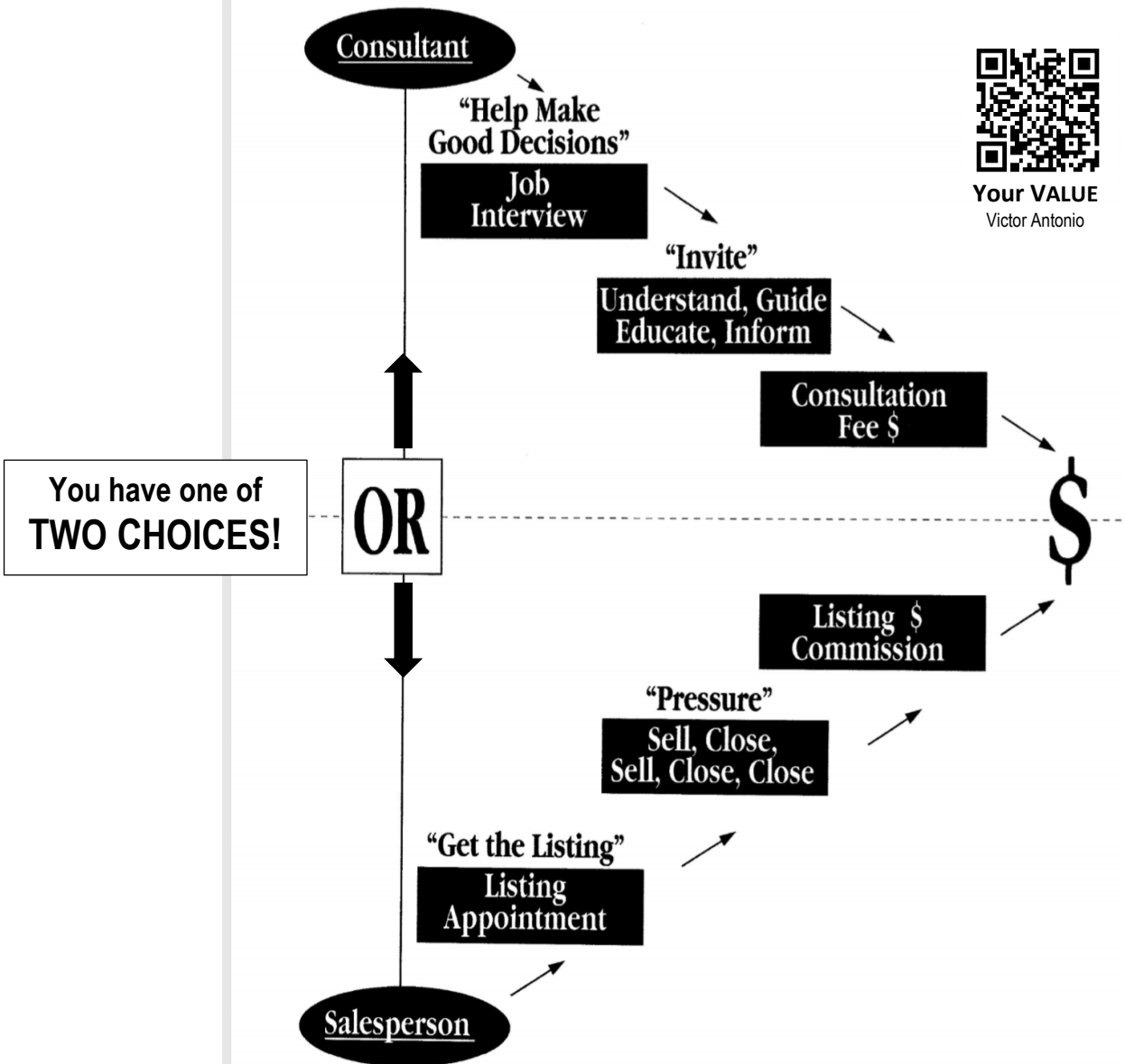
RELATIONSHIPS FIRST – Business Second

When I want to remember how to **SELL**,
I simply recall how I and other people like to **BUY**!

One Minute Salesperson
Spencer Johnson & Larry Wilson



Your VALUE
Victor Antonio



A seller should NEVER evaluate the agent on the agent's evaluation of their home!

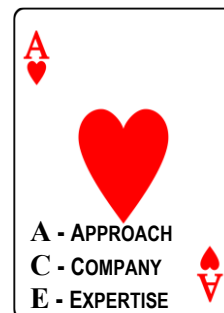
TRUSTED ADVISOR
MASTER MARKETER
SKILLFUL NEGOTIATOR
EXPERT FACILITATOR

RELATIONSHIPS FIRST – Business Second

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1. Behind every consultation there is a _____.
2. That person makes decisions based on _____.

"You must consult from the seat of the person you are consulting!"

Six Feelings

All These Create a "True Relationship"

- | | | |
|--------------|---|--|
| 1. LIKE | } | RIGHT QUESTIONS – 70% of building TRUST & CONNECTING! |
| 2. TRUST | | |
| 3. CARE | | |
| 4. COMPETENT | } | VALUE PROPOSITION – this is where you <u>must</u> be able to "TALK your WALK!" |
| 5. BEST | | |
| 6. WORTH \$ | | |

RIGHT QUESTIONS – 70% of building TRUST & CONNECTING!

Objectives:

- Differentiate yourself at the initial contact.
- Catalyst for opening, engaging & expanding a meaningful conversation.
- Break the preoccupation and gain attention.
- Manage the conversation – keep the focus.
- Express Interest - gain a greater understanding of the client's situation.
- Build TRUST, establish Creditability and CONNECT.

You can't answer anyone's "PRAYERS" until you know what they are praying for!

VALUE PROPOSITION: is a quantified and succinct overview of the **Benefits** and **Value** you can deliver to the Consumer. It is where... **VALUE = BENEFITS**

Six "KEY" Steps to a SUCCESSFUL SALE

An "Orderly List" of Your JOB RESPONSIBILITIES!

1. FIRST "Job Responsibility" PACKAGE for PROFIT
2. SECOND "Job Responsibility" BEST LIST PRICE
3. THIRD "Job Responsibility" TOTAL EXPOSURE
4. FOURTH "Job Responsibility" NEGOTIATE
5. FIFTH "Job Responsibility" MANAGE DETAILS
6. SIXTH "Job Responsibility" TRUSTED ADVISOR



"TALKING your WALK!"

*I will practice, and improve, and polish the words I utter to sell my goods, for this is the foundation on which I will build my career, and never will I forget many have attained great **Wealth & Success** with only one sales talk, delivered with **EXCELLENCE!***

-Og Mandino- THE GREATEST SALESMAN IN THE WORLD

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