



# SALES MEETING VIDEO SERIES

## BUYERS – A MOVING TARGET

### Purpose:

This video session is designed to provide the skills and techniques needed to deal with the following questions:

- ✓ Have you ever had a Buyer that every time you show them the right house, they change their mind?
- ✓ Have you ever thought, “If they only knew the buyers, they would sell to them?”
- ✓ Have you ever thought your offer was not presented properly?

### Areas for Improvement:

Company Key Management Numbers:

Listing Income Chain:

Buyer Income Chain:

- |   |                                     |  |
|---|-------------------------------------|--|
| <input type="radio"/> Average Price/Transaction         | <input type="radio"/> Contacts      | ● <u>Contacts or Inquiry</u>           |
| <input type="radio"/> Average Commission/Trans Side     | <input type="radio"/> Appointments  | ● <u>Appointment Process</u>           |
| <input type="radio"/> Percent of Business from Listings | <input type="radio"/> Presentations | ● <u>Credit Qualification</u>          |
| ● <u>Listing Inventory Sales Rate</u>                   | <input type="radio"/> Listings      | ● <u>Selection &amp; Demonstration</u> |
| <input type="radio"/> Average Days on Market            | ● <u>Sales</u>                      | ● <u>Contract</u>                      |
| ● <u>Percentage of Sales that Close</u>                 | ● <u>Close</u>                      | ● <u>Close</u>                         |

### Next Steps and Reinforcement:

These “Next Steps” are reviewed at the end of the video. They will help you create the environment for discussion with your team.

- ✓ Take some time to share real situations where buyers were really lookers
- ✓ Discuss the mindset needed to have a Buyer Meeting
- ✓ Discuss what will happen if you don’t have the meeting?

### Recommendations for Additional Discussion and Reinforcement:

Role play the call or conversation needed to get the buyer to come into the office for a meeting.