



SALES MEETING VIDEO SERIES

BUYERS MAKING AN OFFER

Purpose:

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

- ✓ Did you ever lose a deal because of a low offer?
- ✓ Have you ever thought that 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:

- Average Price/Transaction
- Average Commission/Trans Side
- Percent of Business from Listings
- Listing Inventory Sales Rate
- Average Days on Market
- Percentage of Sales that Close

Listing Income Chain:

- Contacts
- Appointments
- Presentations
- Listings
- Sales
- Close

Buyer Income Chain:

- Contacts or Inquiry
- Appointment Process
- Credit Qualification
- Selection & Demonstration
- Contract
- Close

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.

- ✓ Discuss the importance of having a Procedure
- ✓ Talk about how asking for support gives you more control
- ✓ Discuss what is more Important, Saving Time or Presenting Personally

Recommendations for Additional Discussion and Reinforcement:

Create the environment for agents, individually or in groups, to role play presenting a counter offer.