



SALES MEETING VIDEO SERIES

CLOSING PERSONALITIES

Purpose:

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

- ✓ Can we close all people the same way?
- ✓ Do you ever consider their personality before you close?
- ✓ Can you lose the sale by closing the wrong way?

Areas for Improvement:

Company Key Management Numbers:

Listing Income Chain:

Buyer Income Chain:

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

- ✓ Take some time to discuss the different personalities
- ✓ Discuss how using the wrong technique can cost you credibility
- ✓ Think about the last time you closed, did it fit the prospect or your own personality

Recommendations for Additional Discussion and Reinforcement:

1. Break into four groups.
2. Assign a personality to each group.
3. Allow time for discuss how to close that personality.
4. Ask each group to role play for the team closing that personality as either a buyer or seller.