



SALES MEETING VIDEO SERIES

DEMONSTRATION TECHNIQUE

Purpose:

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

- ✓ Do you know what techniques are used in Demonstration?
- ✓ Do you have a planned approach when showing a house?
- ✓ Do you plan on Selling each house you show?

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 how we lose control while showing houses
- ✓ Talk about the benefits of using Technique
- ✓ Discuss how having a Technique driven process could weed out non motivated Buyers

Recommendations for Additional Discussion and Reinforcement:

Ask for volunteers to role play Trial and Final Closes used in demonstrating homes. If they struggle consider using the Trial and Final Close Sales Meeting Video sessions at a future meeting.