



SALES MEETING VIDEO SERIES

ENVIRONMENTS TO CLOSE

Purpose:

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

- ✓ Are you the type of Agent that prefers not to pressure people into a decision?
- ✓ Would you like to know how and when to ask for the business without pressure?
- ✓ Would you like to be able to create the scenario where they want you to close?

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.

- ✓ Take some time to discuss the mental process of making decisions
- ✓ Discuss what makes you feel pressured in a sales process
- ✓ Think of a time when you were ready to move forward, what did it take to get there

Recommendations for Additional Discussion and Reinforcement:

Facilitate a group discussion on how to encourage clients to ask questions, vent frustrations, offer opinions and object to solutions.