



SALES MEETING VIDEO SERIES

FIVE THINGS FOR SALEABLE LISTINGS

Purpose:

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

- ✓ Have you ever had a listing that you thought would sell, but it didn't?
- ✓ Are you tired of the Seller blaming you for their bad listing?
- ✓ Would you like to create the environment where they took responsibility?

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:

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

- ✓ Discuss Who would respond best to this Presentation, Motivated or Not
- ✓ Take some time to practice the presentation of the 5 Elements
- ✓ Talk about the importance of an effective Marketing Presentation

Recommendations for Additional Discussion and Reinforcement:

1. Play the part of an agent and present the 5 Elements.
2. Ask an agent to present the 5 Elements to you.
3. Have the team break into groups and role play.