



# SALES MEETING VIDEO SERIES

## GETTING THE PRICE REDUCTION

### Purpose:

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

- ✓ Do you have a listing that is Overpriced?
- ✓ Do you have a Seller that doesn't quite get it?
- ✓ Have you told them it's Overpriced and they just will not make a Change?

### Areas for Improvement:

Company Key Management Numbers:

Listing Income Chain:

Buyer Income Chain:

- |   |  |   |
|---|--|---|
| <input type="radio"/> Average Price/Transaction                           | <input type="radio"/> Contacts                   | <input type="radio"/> Contacts or Inquiry       |
| <input type="radio"/> Average Commission/Trans Side                       | <input type="radio"/> Appointments               | <input type="radio"/> Appointment Process       |
| <input checked="" type="radio"/> <u>Percent of Business from Listings</u> | <input type="radio"/> Presentations              | <input type="radio"/> Credit Qualification      |
| <input checked="" type="radio"/> <u>Listing Inventory Sales Rate</u>      | <input checked="" type="radio"/> <u>Listings</u> | <input type="radio"/> Selection & Demonstration |
| <input checked="" type="radio"/> <u>Average Days on Market</u>            | <input checked="" type="radio"/> <u>Sales</u>    | <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 reasons the Seller resists reducing the price.
- ✓ Discuss how the Lack of Motivation effects us.
- ✓ Talk about how we tune out people that preach info we don't want to hear.

### Recommendations for Additional Discussion and Reinforcement:

Break into groups. Have each group practice what to say to the sellers to set the appointment to come into the office to review their position in the marketplace.