



SALES MEETING VIDEO SERIES

INCOMING CALL

Purpose:

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

- ✓ Have you ever taken a Buyer call that asked for the price and when you gave it to them they hung up?
- ✓ Did you ever try to keep them on the phone by sharing information about the house, but they still hung up?
- ✓ Were they a Looker or Buyer?

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 how our Habits make it hard to change.
- ✓ Discuss what would happen if every call was handled this way.
- ✓ Discuss the importance of Meeting on your Turf.

Recommendations for Additional Discussion and Reinforcement:

Break into groups and role play the Incoming Call. Review and follow the outline discussed in the video.