



# SALES MEETING VIDEO SERIES

## PRESENTATION TECHNIQUE

### **Purpose:**

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

- ✓ Have you ever told a Seller or Buyer something and they just didn't Listen?
- ✓ Have you ever stopped listening to your spouse or friend because your mind wandered off?
- ✓ Have you ever argued with your mouth closed?

### **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  |
| ● <u>Average Commission/Trans Side</u>               | ● <u>Appointments</u>          | <input type="radio"/> Appointment Process  |
| ● <u>Percent of Business from Listings</u>           | ● <u>Presentations</u>         | <input type="radio"/> Credit Qualification |
| ● <u>Listing Inventory Sales Rate</u>                | ● <u>Listings</u>              | ● <u>Selection &amp; Demonstration</u>     |
| <input type="radio"/> Average Days on Market         | <input type="radio"/> Sales    | <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 how we tune out people that don't let us participate
- ✓ Talk about how Questions force people to think
- ✓ Discuss why when you use bad technique you get "I want to Think About It"

### **Recommendations for Additional Discussion and Reinforcement:**

Ask for someone to properly present one of your products or services to you. Tell them to make sure they use questions to convey the benefits.