



# SALES MEETING VIDEO SERIES

## SELLERS: PRESENTING OFFERS

### Purpose:

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

- ✓ Have you ever had a Seller tell you, "Don't bring me any low offers!"
- ✓ Did you ever have a Seller mentally reject an offer even before you presented it?
- ✓ Have you ever had an offer that was in line with the value you shared at the time of the Listing but it was rejected?

### 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 what we do Wrong as Agents when it comes to Offers.
- ✓ How will following a Procedure help improve our Presentation?
- ✓ Discuss how following a Procedure will help keep emotions in check.

### Recommendations for Additional Discussion and Reinforcement:

Review a real situation where the agent lost control of the presentation. Using the process taught in this session identify what steps would have helped keep the negotiations going in a positive manner.