



SALES MEETING VIDEO SERIES

THREE AREAS OF QUALIFICATION

Purpose:

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

- ✓ Have you ever lost a deal because of emotion?
- ✓ Did you ever have a credit qualified buyer that never bought a home?
- ✓ How can I make sure I have the best chance of Success?

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 | ● <u>Appointment Process</u> |
| <input type="radio"/> Percent of Business from Listings | ● <u>Presentations</u> | ● <u>Credit Qualification</u> |
| <input type="radio"/> Listing Inventory Sales Rate | <input type="radio"/> Listings | <input type="radio"/> Selection & Demonstration |
| <input type="radio"/> Average Days on Market | <input type="radio"/> Sales | <input type="radio"/> Contract |
| ● <u>Percentage of Sales that Close</u> | <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.

- ✓ Discuss times when a deal was lost due to each area.
- ✓ Discuss how it could have been avoided.
- ✓ Share your thoughts on how you can implement and what questions you can ask

Recommendations for Additional Discussion and Reinforcement:

Continue the discussion on what questions to ask but more specifically how we can professionally withdraw ourselves if they are not qualified.