



SALES MEETING VIDEO SERIES

THREE PRONG APPROACH

Purpose:

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

- ✓ Have you ever lost an opportunity because you were late to the game?
- ✓ Do you get objection and resistance from your prospects?
- ✓ How do we make sure we are effective when we prospect?

Areas for Improvement:

Company Key Management Numbers:

Listing Income Chain:

Buyer Income Chain:

- | | | |
|--|-------------------------------------|---|
| <input type="radio"/> Average Price/Transaction | ● <u>Contacts</u> | <input type="radio"/> Contacts or Inquiry |
| <input type="radio"/> Average Commission/Trans Side | <input type="radio"/> Appointments | <input type="radio"/> Appointment Process |
| ● <u>Percent of Business from Listings</u> | <input type="radio"/> Presentations | <input type="radio"/> Credit Qualification |
| <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 |
| <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 talk about the mental blocks and excuses we use to avoid this type of approach
- ✓ Discuss how being passive gives you less motivated prospects
- ✓ Talk about how to overcome the fear

Recommendations for Additional Discussion and Reinforcement:

N/A