



SALES MEETING VIDEO SERIES

TRIAL CLOSES

Purpose:

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

- ✓ What is a Trial Close?
- ✓ How can it help advance the Sale?
- ✓ What do you do with the Response?

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.

- ✓ Discuss how a good Trial Close can help you in the sales process
- ✓ Brainstorm some Trial Closes for both Sellers and Buyers
- ✓ Practice transitioning to a Final Close

Recommendations for Additional Discussion and Reinforcement:

After you brainstorm Trial Closes ask for volunteers to role play with using some of the trial closes and transitioning into final closes.