

GETTING BUYERS TO SAY “GOOD BUY” RATHER THAN “GOOD BYE”

For the Professionals attending
Triple Play 2007

- How to identify and work with the “BEST” buyers only.
 - How long have they been looking?
 - What is their motivation to buy?
 - Have they made other offers before? What happened to them?
 - Additional qualifying questions

- Turn unrealistic inquiries into realistic appointments.
 - Know your ad house
 - Know your spin-offs
 - Know the difference between ad calls, sign calls, internet calls/emails and other inquiries.
 - NEVER give out the address on the phone.
 - Their goal- To eliminate you; Your goal – make the appt.
 - Make appointments around YOUR schedule

- Preparation for your buyer appointment:
 - Tell receptionist that your are expecting buyers
 - Know the route you will be taking
 - Introducing disclosure forms
 - Eliminating the “NO SHOWS”
 - Make sure car is clean, comfortable and stocked

- **The initial meeting:**
 - **Take into consideration where they are coming from**
 - **Remember what they came to you for**
 - **Gain their trust/loyalty**
-
-
-
-

- **Counseling and qualifying the buyers**
 - **Is best done in the car and while seeing homes**
 - **Don't be afraid to detour with good buyers for a short tour of the community**
 - **Ask questions about their present home. What will they miss the most? The Least? Their favorite room?**
 - **Don't fall victim to the "Blacktop Kiss-off"**
-
-
-
-

- **How to show homes the right way**
 - **Don't try to sell....Let them buy**
 - **The most vital communications is between the buyers**
 - **How to handle the interfering homeowner**
 - **Looking for buying signals**
-
-
-
-

- **How to obtain "Quality" offers**
 - **Once you see buying signals, get ready to close**
 - **NEVER, EVER USE THE "O" WORD WITH BUYERS**
 - **Don't be afraid to close right in the house**
 - **If they make a ridiculous offer, don't be afraid to let them know in no uncertain terms**
 - **Don't appear too anxious to make the sale. Use the "take away" close to test their motivation**
-
-
-
-

- **Negotiate successfully without cutting your commission**
 - **Get the best offer possible BEFORE going in to present**
 - **Humanize the buyer to the seller**
 - **Go over minor points first as a way of giving concessions to the seller**
 - **Present the offer and then SHUT UP!!!**
 - **If offer is not acceptable but reasonable, review the positives of the offer and possible risks of turning it down.**
 - **Try to get a counter offer that is workable to the buyers**
 - **Get buyers up in offer using a fear of loss close; i.e. – rates and/or prices going up**
 - **Get sellers down using fear of loss close, i.e. speculator close**
-
-
-

- **If they ask you to cut your commission:**
 - **Stay cool. Never let them see you sweat.**
 - **The greatest negotiators are the ones who are willing to walk away from the deal and letting the other parties know it.**
 - **Remember that cutting commissions becomes habit forming and can cost you a fortune over your career.**
 - **NEVER cut commission on the first offer on one of your listings.**
 - **Never let a cooperative broker talk you into cutting your commission to make the deal.**
 - **Be prepared to deal with an attorney who asks you to cut your commission at the closing.**
 - **The only time you should cut your commission is if YOU messed up and will cost the owner money.**
-
-
-

For further info on Joe Meyer's Seminars and Products

Joe Meyer Presentations, Inc.
PO Box 167
Lake Grove, New York 11755
1-888-863-5951

www.joemeyer.com