

Collaborative Selling

by ROSSI Speaks

Course Objective:

In this 3 clock hour session, the student will view real estate history, which has led to the biggest change in the profession in the last one hundred plus years. They'll reflect on a time where Agents/Brokers held all the information exclusively regarding real estate for sale, sold, and closed within our Multiple Listing Services. They'll comprehend how the consumer had no other choice but to contact an Agent/Broker for this information. Then advance to today where the vault has been opened and consumers have been given the power of access to all previously held private information. Thus making today's real estate consumer the most knowledgeable in our history.

In This Course The Student Will:

- Compare history of the real estate business and consumer/agent evolution to today's consumer demands;
- Define and apply Collaborative Learning to their real estate business;
- Delete old 'hard sell techniques' and adapt collaborative communication skills;
- Interpret and relate all to the 'needs' of Millennial Consumers, the largest defined buying category surpassing Baby Boomers; and,
- Summarize how these Millennials have influenced all groups and their buying habits, as well as improved the real estate agent/brokers' professionalism.

Introduction

Evolved Consumer/Real Estate Business

Evolutionary Progression

Industry Evolution

Broker Evolution

Consumer Evolution

Dependent to Independent

Interdependence – the big win for all

The Information Vault is Open

Everyone has all the real estate information

Zillow and Trulia are where the real estate consumer lives

Take advantage of the **free** benefits
Stop fighting information access
Information is free

The best thing that has ever happened for the real estate professional

The Collaborative Process

Define Collaboration

To work jointly with others, or together, especially in an intellectual endeavor. Merriam-Webster

Collaborative Learning - The Norm of the Millennials

Collaborative learning is an educational approach to teaching and learning that involves groups of students working together to solve a problem, complete tasks, or create a product.

Collaborative Selling

In the past, withholding information, only sharing it to entice someone to buy, was considered non-cooperative, which is the opposite of collaborative.

Other non-cooperative tactics:

- Memorized dialogue
- Defined sales techniques
- Sales closing tricks
- Hard sell techniques
- Manipulative sales methods

Powerful Collaborative Selling Patterns

Immediacy

Voice mail and email are passé

Listening

A learned skill

Transparent

Real estate knowledge identification barometer

Educational fill ins

Collaborative agreement

Follow up – Follow up – Follow up

Collaborative Selling Influences

Multi-generational reframing

Timing

Techniques

Rejection/Acceptance

Big Data

Smart Phones

IoT (Internet of Things)

Data Collection Points (DCP)

Keys of Connectivity

Real Estate Professionalism at its Best

How the Best was Won

Baby Boomers pushed the limits

Technology enlarged the box

Millennials raised the bar

Professional real estate agents/brokers met the challenge

Summary

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