

# Satisfying the Seller



## *Strategies to Get, Service and Sell Listings*

Instructor: Sean M. Carpenter



Atlantic City, New Jersey  
December 4<sup>th</sup>, 2018

- Introduction

- The Chip in the Brain

*Imagine...*

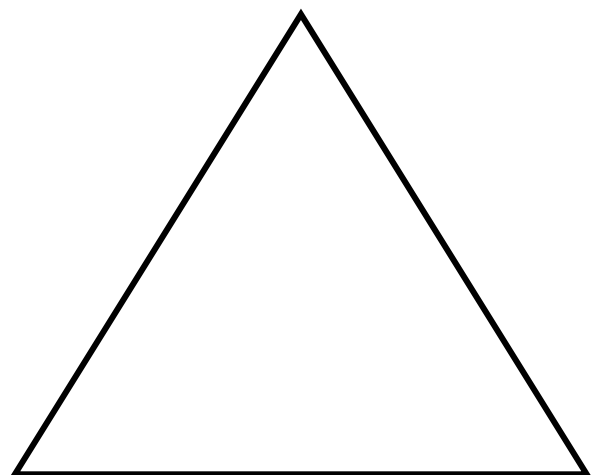
Example: “Thank you for calling the desk of \_\_\_\_\_. I am on the phone prospecting for potential buyers for homes that I currently have on the market. Your call is very important to me. Please leave a brief message and I will return your call at 10:30, 1:30, 3:30, etc. Have a great day!”

- 5 Reasons to be a Listing-Focused Agent

- 
- 
- 
- 
- 

- The Power Triangle of Listings

Key Point: If I can't...



• Win It Before You're In It - *The 10 Steps to Getting the Listing Every Time*

3 Themes

1. A \_\_\_\_\_ will yield a  
\_\_\_\_\_

2. There is a \_\_\_\_\_ between  
\_\_\_\_\_

3. We want you to make an \_\_\_\_\_

The 10 Steps...



\_\_\_\_\_ for the \_\_\_\_\_



The \_\_\_\_\_ Phase

Are you utilizing "The Call"?



Deliver a \_\_\_\_\_ - \_\_\_\_\_ Packet



Do Your \_\_\_\_\_



First \_\_\_\_\_

**Are you utilizing "The Chat"?**



The \_\_\_\_\_

*Three things to do before starting your "presentation"*

- 1.
- 2.
- 3.



Sell \_\_\_\_\_ First



\_\_\_\_\_ & \_\_\_\_\_



\_\_\_\_\_ the House



\_\_\_\_\_ the Deal

*“Wise men speak because they have something to say;  
Fools because they have to say something”*

- Handling Objections

- Short listing?
- Different company?
- We can save the commission by selling it ourselves?
- We have a “friend” in the business?
- You don't know my area?
- You're too new?
- We want to think it over?

- Handling Commission Objections

- What Happens Once You're “Listed”

- \_\_\_\_\_ is critical
- \_\_\_\_\_ the property
  - “Let's get together...”
- Offer an \_\_\_\_\_
- \_\_\_\_\_ everyone
- I have an offer for you...
  - The Golden Rule?
- Presentation strategies
  - Where?
  - How?

- What Is “Negotiation”?

- Between \_\_\_\_\_ & \_\_\_\_\_

- The 6 stages of negotiation

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

- \_\_\_\_\_ VS \_\_\_\_\_

- What about multiple offers?

- Time is of the essence

- Working with affiliates

- Repairs & Walk-throughs

- You Made it to the Finish Line

- Closing gifts and Appreciation events

- Repairs & Walk-throughs

- Tracking Your Business

- Follow Up

# Sean's Recommended Reading List

- ✓ **QBQ!** - John Miller
- ✓ **Tribes** – Seth Godin
- ✓ **Linchpin** – Seth Godin
- ✓ **Poke the Box** – Seth Godin
- ✓ **Trust Agents** – Chris Brogan & Julien Smith
- ✓ **Delivering Happiness** – Tony Hseih
- ✓ **Setting the Table; *The Transforming Power of Hospitality in Business*** – Danny Meyer
- ✓ **The Fred Factor** – Mark Sanborn
- ✓ **The Difference Maker** – John A. Maxwell
- ✓ **The Good Life Rules** – Bryan Dodge
- ✓ **Predictably Irrational** – Dan Ariely
- ✓ **Contagious; Why Things Catch On** – Jonah Berger
- ✓ **A Whole New Mind** – Daniel Pink
- ✓ **Drive; *The Surprising Truth About What Motivates Us*** – Daniel Pink
- ✓ **Switch; *How to Change Things When Change is Hard*** – Chip & Dan Heath
- ✓ **The Referral Engine** – John Jantsch
- ✓ **The Conversion Code** – Chris Smith
- ✓ **Steal Like an Artist!** – Austin Kleon
- ✓ **First Break All the Rules** – Marcus Buckingham & Curt Coffman
- ✓ **Now, Discover Your Strengths** – Marcus Buckingham & Donald Clifton
- ✓ **Really Important Stuff My Kids Have Taught Me** – Cynthia Copeland Lewis
- ✓ **Crush It!** – Gary Vaynerchuk
- ✓ **Integrity Selling for the 21<sup>st</sup> Century** – Ron Willingham
- ✓ **The Alchemist** – Paulo Coelho
- ✓ **Think & Grow Rich** – Napoleon Hill
- ✓ **The Complete Calvin & Hobbes** – Bill Watterson



Sean M. Carpenter

(614) 989-2277

E-mail me at [Sean.Carpenter@cboki.com](mailto:Sean.Carpenter@cboki.com)

[www.SeanCarpenter.com](http://www.SeanCarpenter.com)

PLEASE CONNECT TO ME ON THESE SITES...



Please sign up to receive my blog in your E-Mail Inbox @

[www.CarpsCorner.net](http://www.CarpsCorner.net)