

SOLUTIONS TO TODAY'S TOUGHEST LISTING OBJECTIONS

FOR THE TRIPLE PLAY CONVENTION DECEMBER 5, 2018



I. IDENTIFYING THE VARIOUS TYPES OF LISTING OBJECTIONS

- a. Inquiries (questions)
- b. Concerns
- c. Actually objecting to what you say
- d. Stalls
- e. Conditions

II. LOOK AT THE WHOLE INSTEAD OF JUST THE PARTS.

- a. Does your listing presentation lack certain qualities that actually invite objections?
- b. Were you able to maintain control of your listing presentation throughout?
- c. Are you using certain skills/strategies to hold off certain objections until YOU are ready to address them?
- d. Are you listening very carefully to the owner to pick up on their moods? Both Verbally and Non verbally?

III. HANDLING OBJECTIONS WITH CONFIDENCE

- a. **There are certain primary rules to master objections.**
 - i. Never defend your position, but make the other party defend their position. That is the easiest way to change their mind and see the benefit of listing with you.

ii. Always speak with confidence and passion. When you are confident in the way you speak, you become much, much more believable. Speaking with passion does not necessarily mean speaking louder or more emotionally. It means believe in what you are saying and show it in your voice tone, eye contact and overall body language. Once you show any hesitation in your beliefs, you lose all credibility with the listing prospect.

iii. Be prepared. To prevent hesitation, you must learn and practice answering objections. The most effective way to master objections is with education; not altercation. Educating the homeowner as to what you do for them and why you do it has more persuasive power than arguing with them.

IV. WHAT HAPPENS WHEN YOUR ANSWER DOES NOT PERSUADE THE OWNER?

It can take persistence and patience when you face a resistant homeowner. This is where we have to ask more questions to learn about them and open them up to their fears/concerns.

- a. If at first you don't succeed.....You have plenty of company.
- b. Ask questions to get them re-focused on their real estate goals.
- c. Every homeowner is different. You must learn multiple ways to answer the same objection in order to have the owner better understand what you are saying.

VI. COMMISSION OBJECTIONS

Commission objections are often brought up as a misunderstanding of value versus cost. The owner wants value, however they often can misinterpret that as to the cost of the commission only. In this segment we will go over multiple ways of professionally handling each of these objections to the owner's satisfaction.

- a. "I want to sell it myself and save the commission."
- b. "Your commission is too high."
- c. "I have other brokers who told me they would sell my house for less commission."
- d. "Well, if I have to go down in my price, then you have to take less in your commission."
- e. "I'm only asking you to lower your commission by 1%."

VII. NON-MONEY LISTING OBJECTIONS

In this segment we will discuss a variety of non-money objections that are often brought up by the owner because of mis-understanding of the marketing and sales process. We will discuss multiple ways of answering each of these objections to the owner's satisfaction.

- a. "Well, I think I'm going to list with the broker who sold me this house."
- b. "If you have a buyer, bring them over, but I'm not signing anything."
- c. "I'll only give you a 30 day listing."

d. "I have a friend in the business."

e. "Well, thank you for coming over but I have three more appointments with other brokers before I decide."

JOE MEYER PRESENTATIONS, INC.

1-888-214-9566

Info@joemeyer.com