



Mindset Skills How to Extend the Sales Conversation

**We've all
been in a
conversation
you want to
continue but
the prospect
is brushing
you off.**

1. It's someone we want to work with
2. It's someone we can support
3. It's a profitable transaction
4. It's uncomfortable
5. We need to build some more trust by ...

Deciding why its uncomfortable

- Are we prospecting enough so we are not “devasted” “ if they say no?
- Are we unsure in our presentation of how we can help them?
- Do they think we aren't a cost effective solution?
- We don't want to be a bother
- I don't like sales calls so why would they?



Generally, the Solution is to Ask one Additional “Clean” Question

- A Clean Question is one without an expected response
- I really want to know
- Volume, upswing, body language, intonation are all important.
- Be an active listener.
- Avoid interrogation yes/no questions. Whopen questions are better? But not why?
- Use Emotional language and tell stories not bland statistics!

There is a 4 minute rule in the medical profession

- Only one chance to make a first impression
- In meeting a new patient INVEST the first 4 minutes in greeting and getting to know the individual on a personal level.

Trust Builders

- Be yourself – sound like you're with a friend
- Value the relationship more than any sale
- Be curious – learn about the prospects
- Be Consistent – do what you said you would do and then some
- Seek the truth – its not the time for everyone to buy or sell
- Keep an open mind and the clients best interest at heart.
- Have a real dialog. Bring value/solutions to the conversation
- Be professional. Have the gravitas and show you know our business
- Show real integrity and provide the best information possible and options

My favorite Questions used to extend the conversation

- What price would make this home too good of a deal to pass up?
- What's the most important thing about this sale to you and your family?
- Tell me more about ... I really want to know
- ... I'm curious ... wow that's interesting – so that I understand can you?
- What are the things you loved best about living here?
- How long have you owned in the neighborhood?
- What could be the biggest challenge you see to buy/sell?
- What is the ideal outcome you are looking to achieve by...?
- What are you willing to try?
- What are you looking for in an agent?

My favorite Questions used to extend the conversation

- The chocolate chip cookie script – Why am I different?
- If you hired me how hard would you want me to close story? The Hail Mary
- Expired Conversation Advancers
- Sellers General Conversation Advancers
- Zingers and one liners
- Prequalification Scripts
- Power of Questions Paper