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Episode 12: “Big Conversations Not Small Talk!” A conversation of purpose and value!

:57 -: **Time to get on purpose:** The accountability and ownership of results. *“This is a business call so I will be very brief.... the purpose of my call is....”*

(No news is NOT good news)

2:59 -: **Key Point! It’s not the property’s time on the market; it’s the buyers time in the market that counts:** *“Is your motivation to get a certain price stronger than your motivation to sell?”*

5:34 -: **Who are your buyers and what is their story:** Understanding your buyers ‘wants’ and ‘needs’ and then managing their expectations around those needs.

7:03 -: **Key Dialogue –** *“You and I as Vendor and Agent can set the price point at any level but it’s the buyers that determine value in this market”*

7:59-: **Building reference points –** *“We don’t set the market conditions but we’ve got to report them”*. Just like a newsreader we have to become the messenger of negative news not the catalyst for it. *“Buyers are saying to us your board says it’s for sale but the price point is telling us.... BETTER BUYING ELSEWHERE”*

12:17-: **WE NEED TO IMPROVE/REALIGN THE PRICE –** *“Return to the scene of the crime....and re-appraise”*

13:48-: **Get 2 or 3 tough calls out of the way before you reach your office:** Like eating Brussel sprouts before the good stuff. *“All behavior is belief driven”*. Educating the vendor around the changing market!

15:50-: **Face to Face.** *“At the start of the campaign we were estimating.... we are not estimating anymore”*. **Confidence** not *arrogance*. Social proof and comfort, not small talk.

18:40-: **We don’t experience the market as it is, we experience it as we are.** We need to display substance, a track record and the enthusiasm and energy to deliver the opportunities that are found in the difficult markets. Keep helping the buyers in this market to ‘join the dots’ to the reality of the home search: *“Are we looking for the bottom of the market or a home to raise your family?” “Do you want certainty heading in to Christmas or uncertainty in the new year?”* Getting on purpose and speaking the home truths *“face to face/belly to belly”* **Knowing Vs Doing!**