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Episode 6: Closing Strategies!

1:10 -: **Are Qualified to sell in the current market?** You have to upskill your 'closing strategies'.

3:10 -: **Compassion:** You need empathy not sympathy. **Disassociate:** Don't wear your clients' worries. **Assertiveness:** You can't make other people's decisions for them and you can't let them make yours for you either. *"Have I done enough to earn your business and can we move forward today?"* asked with **assertiveness!**

9:55 -: **Non – Pushy Agents** don't lead the results in your industry. Closing is all about showcasing the complexity and deliver the simplicity. Diagnose before you prescribe and **'tune-in'** before you **'broadcast'**. It's not about what you **'say'** as much as what you **ask!** It's building rapport given that it's rapport that opens more. The value of the night before call...pre-frames the appointment. If you're the one agent who gets out the 'un-asked question' you're in the right place to close for the business!

13: 02 -: **Closing Dialogue** – Gauging the client's view of the current market. "What is your view on the current market?" "How have you arrived at that thinking / understanding"?

14:30-: **Take detailed notes in the now** – to help you re-frame later in the meeting as you strive to close them.

15:30 -: **No often means "I need to know more"**. What's stopping the client from moving forward with you? 1. People 2. Circumstances/Things 3. Personal (you).

17:35 -: **Be comfortable about being uncomfortable.** You cannot be afraid of the word "no". Often "no" means "not yet". "Given our past hour's meeting more thought, what's going to be the one area you will review from our discussions the most?" Isolate that: "Putting that aside for a moment, how do you feel about everything else...?" Demonstrate your closing strategies.... this is not an "if" strategy; IT'S A WHEN STRATEGY!

22:18 -: You're only as good as the offers you bring to your client!

23:10 -: *"The real cost in this market is the cost of not having your home sold"*

24:15 -: *"Where the magic is....is between the notes"*. What are you doing in the follow up between the initial meeting and securing, (closing) the business.