

On the Mark

Sales Tips for Real Estate Professionals



Next Seminar: February 14th!

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HOW TO LOOK OUT OF DATE

Much of the sales **advice** you receive tells you to do things you would **never** do in a real conversation. Such as: Ask prospects small questions to keep them saying yes or repeat the question to prove you understand it. Can you imagine doing that to your significant other? "If I understand properly you want to go to dinner and then a movie? Have I got that right?" You might get hit! No one talks that way today. This so-called 'technique' was **out-of-date** 20 years ago and most often used then by car salespeople.

Times have changed, your sales **techniques** must **change** with them or you risk looking like you are trying to manipulate your prospect.

Here are some more "**never say them**" lines:

- Do you follow what I'm saying?
- Are you with me?
- Don't you agree with what I'm saying?
- Do you see the logic of this approach?
- If I could do (whatever) would you go along with that?

Manipulation is great when you work in a theater and you have a puppet suspended on strings, but its not a good way to get thinking, rational people to make important decisions.

Selling is about the **prospect**, not the agent. Whether they are a seller or a buyer, they have real needs and desires and your job is to find out what those are and act on them. You are not there to talk them into listing with you or into buying a house so you can get a commission. Your job is to **find out what they want** and then to help them get it. That is how you earn your commission and give real

***Simply the Best
Consultative Sales Training
Available***

ABOUT MARKS & ASSOCIATES

Marks & Associates' training team comprises nationally recognized financial services, **real estate and marketing** experts who have faced the same sales and marketing problems that **you** face on a daily basis.

Marks & Associates help Realtors identify better prospects, close more sales and profitably build more long-term customer relationships.

***You must deliver real value,
not just the promise.***



Don't let prospects turn

value.

Consultative Selling, the process of using diagnostic skills to learn what your prospect wants and needs is 2.5 times **more effective** than the typical sales method where you rely on tired, hackneyed manipulative lines that leave everyone checking their watches and wallets.

When people feel that they have received real value now, not the promise of good things to come at some point in the future, they see you as a **partner** in the transaction not a salesperson. They no longer see a "Realtor," they see a friend who has their best interest at heart. Being professional no longer means stiff or distant. It means you are good at what you do and know how to focus on the issues your prospect has identified and helping them realize other issues or problems they may not have foreseen.

Good selling is really about questioning technique. Not tricks, listing presentations, cute closing lines or clever objection handling techniques. Certainly you need the right skills and tools but that is the background to successful selling, not the center piece. The most **important information** on a call comes **from the prospect**.

Selling is about the prospect, not you.

Stop talking about yourself and your agency!

**their backs because you
sound like a used car
salesperson**

Foundations

[Course description](#)

The single best consultative sales training for real estate professionals will be taught on Long Island:

February 14

March 14

April 4

April 24

Building

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April 25

April 26

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