

On the Mark

Sales Tips for Real Estate Professionals



Next Seminar: April 4th!

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THINK OF SOMEONE YOU RESPECT

What is it that you like about them? Chances are they are good listeners. Good listeners make better sales people. The questions you ask should be driven by what the prospect says, not by what you can't wait to tell them. Consultative sales technique is like a doctor conducting diagnostics on a patient. What they hear is what drives them to the recommendations they make. Take-away: Learning to ask the right questions is a skill, one that you can learn.

The bottom line is that selling is driven by what the customer/client wants and how well you meet their needs. Trying to "move" the prospect is often a mistake. It is you that should adjust to their needs. Questioning, analyzing what you learn and making recommendations keyed to them is the best way to win.

Q&A WITH LARRY MARKS

a pioneer in the field of consultative selling, training and professional marketing

Q My real estate business is doing OK, but how do I get to the next level?

Larry: Training is about changing how you sell, how you improve your success rate and convert more leads into listings and closed deals. It is not about magic formulas or superficial tricks. No one is pretending it is easy. But you can learn how to gain success by acquiring new, proven consultative sales skills. [Our Foundations Seminar](#) will teach you how to gain the skills necessary to expand your business and get to the next level.

***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.

Call us at **888-432-8110**

or email

questions@larrymarks.com

to find out how the

[Foundations Seminar](#) for the real estate professional can help you reach your goals.

Our next seminar in the Long Island area will be on **Foundations class:**

Q I spend way too much time with shoppers. How do I get qualified buyers or sellers?

Larry: The key to correct identification of shoppers vs. people seriously interested in either buying or selling is in the questions you ask and your reactions to the answers. You can learn how to handle this challenge by learning how to ask diagnostic questions and then practicing your newly acquired skills.

Q I've been working for 2 years as a realtor, but I'm not earning nearly what I thought I would. How can I change that trend?

Larry: There is no sure road to success in any business; however, people that don't have the right skills often travel the road to failure. By getting the right training you don't have to do everything by trial and error.

Today, with the marketplace changing and the sales cycle taking even longer, it is more important than ever to learn how to manage the timing and shorten the sales cycle. The information that you need to be successful is available and delivered in an easy to understand format in Foundations, our one-day sales training class designed specifically for the real estate professional. [Register Now!](#)

April 4, 24

Building class:

April 25

[REGISTER HERE ▶](#)

See our new website at

www.larrymarks.com

Take a sales skills test to see how you compare against the pros.

Foundations Seminar content

is realistic, not theory or simply

motivational speeches. It gives

participants practical tools that

they can apply immediately.

ASK LARRY

Real estate sales got you stumped? [Click here](#) to ask Larry a question.