

# On the Mark

*Sales Tips for Real Estate Professionals*



**Next Seminar: March 14th!**

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## STOP SEARCHING FOR MAGIC WORDS!

### What Road Blocks Prevent You From Selling More?

#### Stop Searching for Magic Words!

Most Realtors spend **WAY TOO MUCH** time talking about themselves and their agency or company. A sales call might very well start like this; "We are deeply committed to this community. We live here and work here and understand . . . "

**What is wrong with this approach?** After all, don't prospects want to know that the Realtor is committed? That they will be there for them?

There are a couple of things wrong with this. First, every Realtor that walks in the door says the **exact same thing!** Is your goal to sound like everyone else? Second, it's nonsense. People don't start trusting you because you say magic words. They develop trust because the Realtor has shown them how to achieve **their goals**, not those of the agent.

#### Every Realtor says the same thing...

**"Our Firm Offers Great Service and Wonderful Quality."**

#### Right! I believe that. No, really, I do.

Sears, Kmart and McDonald's say the same thing. How can you expect a prospect to understand the value you can bring when they don't know you. They won't get to see your service or quality until they start working with you no matter how much you sing its praises.

#### What's the real difference?

All agencies run ads in newspapers, put up a sign, feature your property in a special section, list your property on-line. So what's the real differentiation?

The answer is: It has to do with what takes place on the call. Is the Realtor **delivering real value from the start** of the sales process, or

***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 will receive real value,  
not just the promise.***

are they simply promising future value? Are they giving the prospect **good ideas** or are they afraid the prospect is just shopping but won't list or buy with them? Might they go with another Realtor?

Realtors worry more about their competitors than they worry about impressing the prospect. You must **focus** on what counts now - the prospect. Good salespeople, consultative salespeople, use diagnostics to analyze the prospect's needs and begin to **make solid recommendations immediately**.

**Buyers and sellers are smart**, they know the difference between someone that is already contributing good ideas and a salesperson who is making noise.

### How do you learn to be good diagnosticians?

Good sales results do not come from good wishes or hoping for a good year. They result from **investing in yourself** with the very best quality, highly focused, **hands-on training** you can find. Not all sales training is the same.

The simple fact is that if you are not learning real-life, hands-on techniques, you may feel good about the program content, but you are not learning how to help your clients and prospects. The time for theories, filling out extensive forms and CD's is past. You need a class lead by a skilled, experienced instructor who can role-play the situations you face on actual calls. You need to **learn closing techniques** that are based on what the **prospects value**, not the salesperson.

Marks & Associates seminars offer real-world training techniques that focus on the skills you need to quickly assess what your prospects value. Our course material is delivered in an easy to understand format designed specifically for the real estate professional. Take a minute to review our course descriptions and schedules now.

#### Current Schedule

for our Foundations and Building Seminars

#### Foundations

##### Course description

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

**March 14**

**April 4**

**April 24**

#### Building

##### Course description

The one-day follow-up class to Foundations which hones skills and increases consultative selling knowledge will be held

**April 25**

**April 26**

REGISTER HERE ►

**Every Realtor  
says the same thing...**

**How can you really  
differentiate yourself?**

Call us at **888-432-8110**  
or email  
[questions@larrymarks.com](mailto:questions@larrymarks.com)  
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