



MARKS & ASSOCIATES

Philosophy of Selling Real Estate

Selling is about the buyer or seller's needs not about you or your desire to close the deal. A good salesperson's job is to focus on the desires of the target audience, understanding what caused those needs (motivation) and finding ways that you can satisfy them. Unfortunately, no matter how well intentioned you might be, without the right diagnostic skills to uncover changes, needs and wants, your ability to translate those into recommendations and present acceptable solutions will fail more often than not. The hard truth is that discovering what you think is the right property is trivial. The real challenge lies in discovering the exact benefits that excite the buyer or seller, and making them feel the pain of not having those benefits. When the prospect acknowledges the specific problems they will want the solution.

While most sales people can list potential benefits, they may not be sufficiently adept in questioning technique to discover what those benefits mean to the buyer or seller. They don't translate words into real life. And, they generally try to close a sale as soon as they identify what they think is the right property. In truth, their real sales work should just be beginning. The result of trying to close too soon is a lot of deals left on the table and buyers or sellers left without the best solutions to their needs.

The place to start working with a prospect is to identify what motivates them - then move through the potential impacts noting opportunities and thinking about how that will affect their lives. The Marks & Associates Sales Model, illustrated below, succeeds because it forces you to consider change, emphasize benefits and close at the appropriate time.



Marks & Associates Sales Model - Real Estate

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