

Objectives:

1. Master Presentation Technique
2. Learn how to Always have Control
3. Develop a Success Path
4. Learn when to go with a One Step or Two Step Approach

Presentation Technique:

You can't teach a person anything...

You can only help them discover it within themselves.

Galileo

→ _____ Don't Tell?

→ It takes _____

Notes:

Notes:

→ Keeps the prospect _____

→ Prevents _____

The Listing Appointment:

→ The Listing Success Plan

➤ Take _____ of the Appointment

➤ Assess the people and surroundings

→ The Listing Success Plan (cont'd)

➤ Create the right environment

➤ The Set Up (How I Work)

→ The Set Up (How I Work)

- Ask questions to Discover _____
- Present My _____ Plan
- _____ the Home
- _____
- _____ Decision

Notes:

➤ **Ask Questions**

Examples

- **Discovery**

- **Trial Close**

➤ **Marketing Presentation**

- **Visual**
- **Planned**

Notes:



➤ **Previewing the Home**

- **Art not a Science**
- **Be _____**
- **Bring back _____**

➤ **Interactive Pricing**

- **Lets them _____ the Market**
- **_____ them in the Decision**
- **Makes them Justify their Price**
- **Uncovers the _____ Motivation**

Notes:

➤ **Mutual Decision**

- **You Must** _____
- **It Must be** _____
- **Don't lose Control**

Notes:

Moving Forward:

- 1. Take Control**
- 2. Remember Body Language**
- 3. Present before Price**
- 4. Two Step if necessary**
- 5. If you want it Close**