



OBJECTION HANDLING (PART 2)

(Metaphors & Reciprocity Response Pattern)

Week 11



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Guidelines for this course:

- 1 Only paid participants may listen to the calls
- 2 Participate from a quiet place
- 3 Be prepared

How to ask questions live during this class:

- 1 UNMUTE yourself by pressing * 6 and call out your name
- 2 RE-MUTE yourself by pressing * 6 again

Objectives for today:

- 1 Rapport Exercise
- 2 *Set up context and delivery of Objections, Objection Response Patterns*
- 3 *Practice and populate these techniques with previous language patterns*



What WINS, breakthroughs and/or ah-ha's have you had from doing last week's home- play exercises?

What questions do you have from last week? OR , What excuse did you tell yourself for not practicing?

Where did you get to practice your new objection handling skills since our last call?

RAPPORT GAME



RESPONSE PATTERN with RECIPROCITY (AKA MILITARY PATTERN)

This response pattern follows the steps we have been practicing by first aligning with the client, before making any suggestions. In THIS technique, we will then justify our suggestion, and set up a reciprocity, before asking for a commitment.

As you practice this technique, focus on you answers being short, concise, and helpful.

TECHNIQUE

Process

1. ALIGN
2. SUGGEST
3. JUSTIFY
4. RECIPROCITY
5. CLOSE

What it sounds like

Yes, that makes sense ... (repeat objection)

And what would happen if ... (new behavior)

Because ... (support your suggestion)

And if you would be willing to (follow my suggestion), I'd be willing to ... (offer a concession) Let's sign the contract.

EXAMPLES

Objection: The other agent said they could get \$650K for the house, and you think it is only worth \$599K. We are going to list with the other guy.

Yes, I understand that you want to get as much as possible for the house. This is what I want for you as well.

And what would happen if you knew that the other agent was inflating their price opinion in order to get your listing?

Because: You and I just studied all the comparable sales and found that the highest one sold for \$300/sf. And at 2000 sf, this means your house is worth up to \$600K. And if you'd be willing to LIST WITH ME at the price that market will support, then I will get the virtual tour complete and delivered to thousands of brokers before the weekend.

I'm curious: Do you want to hire a broker that will TELL THE TRUTH, or one that will tell you what you want to hear in order to trick you into a contract?



HAS THERE EVER BEEN A TIME WHEN...

People don't like being wrong. This is double challenging when others see us being wrong. This technique will help us tap into the client's previous mistakes, and literally cause them to avoid repeating that mistake.

The key to this technique is that the "something similar" must be very generic, and completely universal. So universal, that everyone must be able to say "YES" to the question.

TECHNIQUE

Repeat / Approve

ASK, "I'm curious, has there ever been a time when..." (and describe a similar experience that is very universal) Has this ever happened to you? (wait for a response)

RESPOND with, "This time is just like that time. May I explain?"

EXPLAIN the similarities (Using any of the tools / techniques from The TRUTH about Sales. Use Presuppositions, Embedded Commands, Cause & Effect, Verbal Pacing and Leading, etc.)

• CLOSE



EXAMPLE (fsbo)

- Yes, selling it yourself might save some costs, and
- I'm curious, Has there ever been a time when you took on project and later realized that you were in over your head? Has that ever happened to you?
- (YES)
- Well, this time is just like that time, may I explain? (Sure)
- There are currently over 7,000 homes on the market, and this month less than 900 will sell, and another 1,200 will get listed. This means that less than 15% of the homes are going to sell. And for the past 12 months 95% of my listings have sold.
- If you are committed to move, and you want the most money possible for this home, then let's sign the contract and put my team to work.

EXAMPLE

(recruit - I can't get into RE, I need a regular paycheck)

Yes, a regular paycheck can feel like "security".

Hmmm, I'm curious... Has there ever been a time when you thought you were safe, then had your safety net removed by surprise? Has this ever happened to you? (YES)

This is really the same thing, let me explain...

A W-2 job does "feel" secure because the paychecks land every 2 weeks, yet as long as you are working for someone else, you are subject to their whims and influence. And no matter how much you contribute, the paychecks are just enough to (hopefully) cover the bills.

Would you like to be your own boss? Would you like to be the one in charge of how much income you make?

What do you need to do to be able to attend the new agent training class to explore if this is the right opportunity for you?



EXAMPLE

(Expired - We decided to take it off the market.)

Wow, I'm sorry to hear that you are thinking about giving up on your plans. I'm curious, has there ever been a time when you really wanted something and had to cross some hurdles to get it? Has that ever happened to you? (YES)

Well, this is just like that time. May I explain?

Right now, only 21% of the listed homes are selling, and your home was listed with no staging, no professional photographs and no virtual tour. If you still have hopes of making this move, we can help make this happen, and our average listing sells in less than 5 weeks.

If you would be willing to meet with me this week, I'll show you exactly what we do to sell homes for top price.

Home PLAY Exercises:

WRITE 5 of EACH each day. Write them in the AM, and make them about whatever is most current and important to you.

Consider writing them in any of these categories:

Lead generation, lead follow-up, listing appointment, buyer consultation, price reductions, negotiations, recruiting appointments, retention, or ANYTHING else that is current and important in your life.