

# **THE LANGUAGE OF AGREEMENT**

**ALIGN AND FOCUS**  
**Verbal Pacing & Leading**

**Week 7**

# Index

## Guidelines for this course:

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

## How to ask questions live during this class:

1. Click the 'Raise Hand' button in the webinar's control panel
2. Ask a question in the webinar's control panel "Questions" section

## Objectives for today:

1. Review the Ah-Ha's & Breakthrough's from Last Week
2. Re-Define: Paces, Leads, Closes.
3. Align, then help client focus with Verbal Pacing and leading structures.

# THE LANGUAGE OF AGREEMENT

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

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What questions do you have from last week? OR What excuse did you use to NOT practice?

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Where is the one place that you feel you could have the biggest breakthrough?

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## ALIGN AND FOCUS

Just like with the Rapport Game; by FIRST aligning with other people helps puts them at ease, removes their need for self defense, and causes them to be more Receptive to your message.

Now, in addition to mirroring / matching their communication style via the rapport game, we are now also going to align with their 'truths'. Do you remember pacing statements from week 3?

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## PACES

**WHAT IS A PACE?** A “Pace” is anything that is true *for your client*. Anything they tell you, anything you observe, anything that is obvious for them that when you say it back, they must agree (this might not be out loud).

How do you know what paces are true for your client? *Ask lots of questions.* **EXAMPLES OF PACES**

You are moving to San Diego

You are pregnant with twins

It's already \_\_\_\_\_

Your new job starts in 60 days

You said you want to live closer to your grandchildren

## MORE PACE EXAMPLES

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## LEADS

**WHAT IS A LEAD?** A “Lead” is anything that YOU want your client to see, to know, to understand, to focus upon. A lead is YOUR opinion, YOUR belief, YOUR perspective.

## EXAMPLES OF LEADS

You realize that we need to move faster to get a good deal in this market

You already know that your last agent wasn't successful.

Clearly, you need a larger house.

It would be great if you could live closer to your grandchildren

Naturally you see that we need to adjust the price.

When you come to my office, we will figure out which rental is the better investment

## MORE LEAD EXAMPLES

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## CLOSES

**WHAT IS A CLOSE?** A “Close” is simply a lead, *with a call to action*.

### EXAMPLES OF CLOSES

Please sign the contract.

Are you ready to sign the contract?

Shall we reduce the price and get it sold?

Let’s make an offer right now.

### MORE “CLOSE” EXAMPLES

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## THE VERBAL PACING AND LEADING STRUCTURE

While many patterns and structures will work, this one is the most effective...

- |                                     |                                            |
|-------------------------------------|--------------------------------------------|
| 1 <b>PACE, PACE, PACE, LEAD</b>     | ( 3 Paces, Lead)                           |
| 2 <b>PACE, PACE, LEAD, Tie Down</b> | ( 2 Paces, Lead, Tie Down) ( 1 Pace, Lead) |
| 3 <b>PACE, LEAD</b>                 | (Close)                                    |
| 4 <b>CLOSE</b>                      |                                            |

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EXAMPLES OF COMPLETE VERBAL PACING AND LEADING STRUCTURES

(PRESENTATION)

1. You want to move to Idaho(pace),you said you'd like to be there in 2months (pace), and you told me that you need the proceeds from this house to purchase the replacement house (pace), clearly we need to **SELL THIS HOUSE** to make it happen for you (lead).
2. I'm the third agent you have interviewed(pace),and you said you were impressed by my track record (pace), so we should **GET STARTED** right away (lead). Shouldn't we? (tie down)
3. Since time is of the essence for you(pace),let's not waste any more of your time (lead),
4. Go ahead and...**SIGN THE CONTRACT**...and I'll call the stager and the photographer now. (close)

(PRICE REDUCTION)

1. We've been on the market for 7 weeks(pace), we've not received any offers(pace), and now we are only getting a couple of showings per week (pace), clearly you realize what the market is telling us. (lead)
2. The house is in excellent condition(pace),and we've had dozens of live showings (pace), so the only thing left is to **ADJUST THE PRICE** on the house (lead). Does that make sense? (tie down)
3. Mr(s)Seller, we've had 7weeks of exposure(pace),and the buyers are still buying other properties (lead).
4. So let's...**LOWER THE PRICE**...and get it sold, so that you can be closer to your grand kids. (close)

# THE LANGUAGE OF AGREEMENT

1. You own several rental properties (pace), you said you are looking to grow your portfolio (pace), and to secure your cash flow (pace). Naturally, owning a higher number of smaller units would be a better position for you (lead).
2. Two of your houses are vacant now (pace), both of these properties have large equity positions (pace), and if we SELL THEM NOW you can access ~ \$400K of that equity (lead). That is some great seed money, isn't it? (tie down)
3. With that \$400 Kasa down payment (pace), you could easily buy this \$1MM multi-unit building (lead).
4. Should we LIST THESE 2 HOUSES NOW and kick your portfolio into high gear? (close)

## THE SHORT CUT WORKSHEET

In order to create a Verbal Pacing and Leading Structure, start with your intention...  
INTENTION \_\_\_\_\_ (this will create the "close")

And you will need:

6 PACES:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

3 LEADS:

- 1.
- 2.
- 3.

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## HomePLAY Exercises:

WRITE TWO COMPLETE VERBAL PACING AND LEADING STRUCTURES EACH DAY. Write them in the MORNING, 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.