

DETAILED COURSE OUTLINE

Program Title: Find 'Em, Sell 'Em, Close 'Em

Program Length: 3 hours

Instructor: John A. Palumbo, MIRM

Learning Objectives: This course will build the sales expertise of a real estate licensee and prepare them for *all steps* of the sales process, from the meet and greet to follow-up and the close.

Course Outcomes: After completion of this course, students will be able to:

- Identify the customers' needs, wants, and concerns early on in the home buying process
- Improve communication and negotiation potential through critical listening skills
- Prepare and implement advanced strategies for effective, efficient, and accurate qualifying of today's buyers
- Prospect, network, and follow-up to generate more traffic and increase sales
- Establish a streamlined process for preparing, presenting, and explaining the contract to the customer
- Demonstrate to the customer various forms of financing and coordinate the financing conversation with the closing
- Understand the importance of trust, and the steps necessary to create and maintain it at each phase of the sales process

Course Outline:

Part I: Introduction **5 minutes**

Part II: The Prospecting, Meeting and Greeting Stage **20 minutes**

1. Understanding Your Sales DNA

Students will learn how to deal more effectively with their clients and prospects with insights and research into how the country's top-producing sales agents think.

Part III: The Qualifying Stage

30 minutes

1. The 10 Biggest Mistakes Salespeople Make

Students will learn from the biggest mistakes made by sales professionals in the industry today in order to more efficiently qualify prospects and shorten the sales cycle.

2. The Art of Hypnotic Persuasion

Students will learn the power of story-telling, including how to capture and hold their customer's attention, even during some of the most boring (but important) details of the home buying process.

Part IV: The Demonstration Stage

30 minutes

1. Empathic Intelligence

This is a complete explanation of how successful agents understand and anticipate problems, objections, and positive outcomes to various types of selling situations. Develop a rock-solid relationship with the customer based on trust, communication, and compatibility.

3. Your Core Story

Participants will be instructed on the best ways to wrap up their selling stories with compelling endings by using powerful words and phrases. Learning to eliminate negative words from the presentation will lead to much more successful sales outcomes.

Part V: The Follow-up Stage

15 minutes

1. Saturation Selling

Each participant will have a clear understanding of how to prepare and implement a thorough follow-up system. Topics will include eliminating call reluctance and the fear of "annoying" the customer.

Part V: The Write-it-Up Stage

20 minutes

1. Overcoming Objections

This session will cover the most common objections received from prospects and clients in today's market and economy and help agents build their confidence during these stumbling blocks.

2. The Magic of One Breath

Agents will learn how to become more assertive when it's time to start the paperwork, including eliminating the fear of being too pushy.

3. The Law of Reciprocation

Participants will learn the power of give and take. It is important to know that, by giving more information to prospects and clients on the front end, agents are able to receive more information about the buyers' key purchasing strategies.

Part V: The Closing Stage

45 minutes

1. The Closing Numbers

Students will learn to go beyond emotional selling and to harness the use of hard numbers in order to leave the prospective buyer with a logical conclusion. Leaving the buyer with the logic of the purchase will help reduce buyer's remorse.

2. The Closing Curve

Closing is the most important step in selling. Agents will learn how to keep the momentum and excitement going all the way through the transaction and beyond the sale.

Part VI: Conclusion

15 minutes

1. Quick recap / Q & A

A quick review of all that's been discussed, including a reinforcement of ideas and strategies, and an opportunity for students to ask questions.

Instructor Biography:

With more than three decades of selling experience, John has closed over one billion dollars in real estate sales. He is recipient of The National Association of Home Builders' *Sales Manager of the Year Award* and *The Million Dollar Circle Lifetime Award*. As a Master in Residential Marketing (MIRM), John has instructed for the institute for more than 15 years. John is invited repeatedly as a guest speaker at conferences and national conventions including The International Builders' Show's Super Sales Rally, Southeast Building Conference, and the Midwest Builders' Conference, just to name a few. He is author of *The Closing Numbers, Close and Grow Rich, Selling at the Bottom of the Market, What's Your Sales DNA?* and *Salesnosis: The Art of Hypnotic Persuasion*.