

# Leader's light



Weekly overview of .....

## session nine



### key keepers:

1. Separating lookers from motivated buyers is step one for getting more buyer closings more quickly. Step two is following the process:  
Meet for the sit down  
Sell yourself first  
Qualify for seriousness  
Have Exclusive Right To Represent Agency Agreement signed  
Select  
Show  
Go back to the office  
Close
2. Remember that the **Buyer Comfort Zone** separates you from your competition, shows the buyer that you care about what matters to them, puts you in control of the appointment and helps you to find a problem and provide the solution. The key to finding the problem is the: **Client Qualifier**.
3. Tips for negotiating: tough one, use "we" word a lot, never present in front of "Uncle Nick," keep them hoping and K.I.S.S. = keep it simple, salesperson!
4. Follow the 6-steps of the **"Offer Presentation Path"** every time. Remember that it is your job to show the seller that an offer is better than no offer at all, they may not get a response if they decide to counter the offer, the market is always shifting and offers are not guaranteed. If they want to think about it, you must find out what it is they want to think about!
5. **The Leader Support Group:** Create yours today, and follow the agenda carefully.

Visit our coaching website:

[www.LLSCP.com](http://www.LLSCP.com) to learn more about our program and how to become involved in the life-changing experience of coaching!

### Weekly Team Stats

Real Estate One  
Southfield, MI

Mark Leader

# of Students: 46

# of Sales: 21

# of Listings Sold: 17

# of Listings: 90

# of Family Services:  
61

Total Transactions:  
189

This Week's  
Productivity  
Per Person: 4.1

Previous Week's  
Productivity Per  
Person: 2.4

Warranties: 17  
Mortgage Leads: 15  
Titles: 17  
Insurance: 2  
Recruiting: 2  
Home Inspections: 6  
7% Listings: 3

Top Producing Team:  
iLeaders

Productivity of Top  
Team: 6.2

### Mark's thought for the week

You made it. Congratulations!

Q: Now, what do you do to keep the success going, stay focused and continue on the path of a leading salesperson?

A: Form a support group and hire a coach. The steps for forming an effective support group are carefully explained. Why not start today? Talk to the members of your team and see who's in.

## session 9 in brief

## Leader's Choice

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