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If it's worth doing again...
create a system for it.

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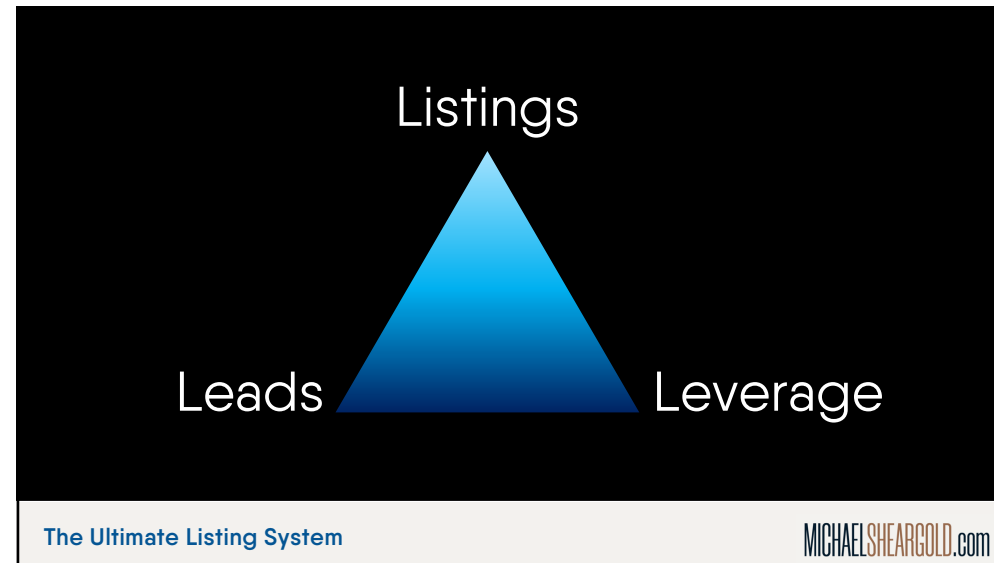
My 7 Key Assumptions

1. Your lead flow is excellent
2. You have brilliant pipeline management
3. You know your numbers
4. You see every listing as brand building opportunity
5. You have an effective method & marketing program
6. You want to win more
7. You're up for Mastery

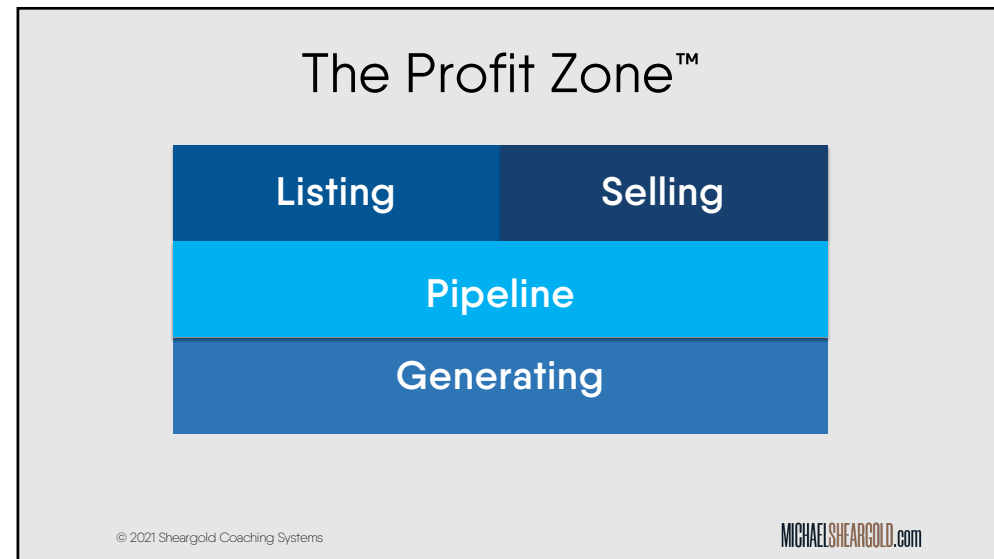
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Listing Win Challenges

1. Poor phone qualification
2. Lack of preparation
3. No meeting agenda
4. Too many assumptions
5. Not stepping into your client's shoes
6. Not demonstrating value
7. Poor objection handling
8. Lack of relevant case studies
9. Not asking for the business
10. Poor follow up

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Extra
Value
Proposition



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Why you win...

1. On time & prepared
2. Connected with positive rapport
3. Understood the client's needs
4. Great market stats & intel
5. Strong sales record
6. Explained the strategy
7. Used relevant case studies
8. Handled objections well
9. Asked for the business
10. Demonstrated value

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Moving people positively
towards an effective decision



Helping people make
better decisions

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The Ultimate Decision

Are you ready to
put me to work?

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Client Questions before you walk in...

- What's your track record?
- What do you estimate our property to be worth and why?
- Which method of sale do you recommend and why?
- In preparing our home for sale, are there any improvements?
- How much will it cost me to sell?
- How will I be kept informed of what's happening?
- What's your strategy to achieve the highest price possible?
- Is now really the right time for me/us to sell?

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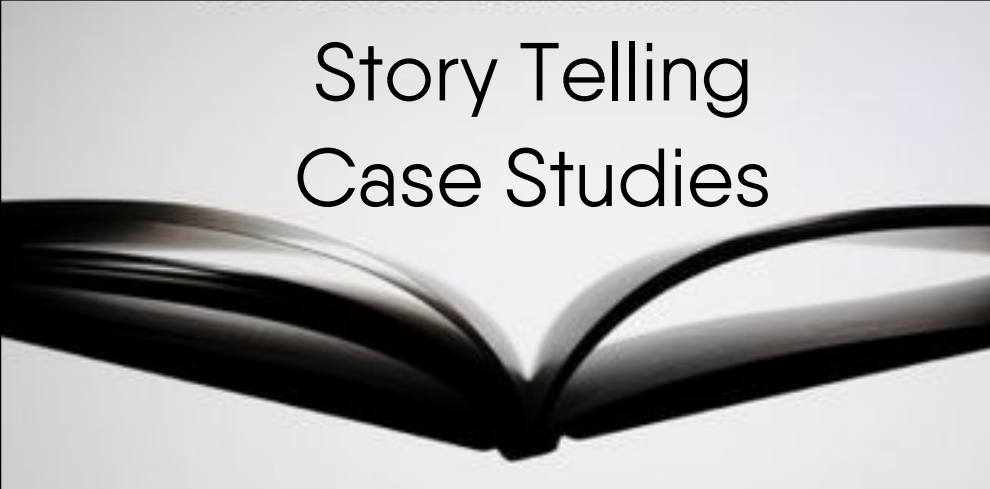
3 Big Skills

- Rapport
- Framing
- Story Telling

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Story Telling Case Studies

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Your 10 Listing Quick Wins

1. Be a Confidence Creator
2. Belief Transfer
3. People buy your energy
4. Continuation vs Advancement
5. People buy Value
6. Questions vs Statements
7. Promises vs Evidence
8. Turn invisibles into visibles
9. Master objection handling
10. Ask for the business

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Your business will
never out-perform
your ability to list
property!



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