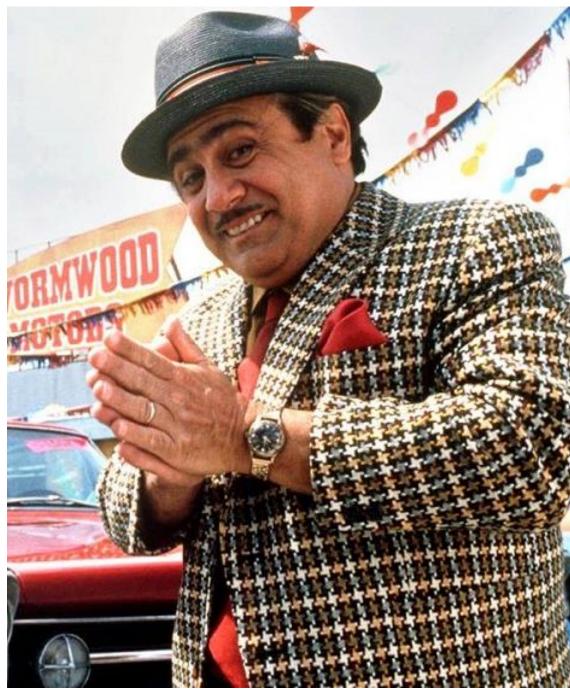
Get More SELLER Opportunities



What Sellers Hear...

- Definitely ready to sell and move
- Ready to advertise my home
- Ready to choose YOU as an agent
- Ready to have buyers look at my home
- Know where I'm going to move next/chosen the area or even new home









4 Levels of Readiness

- NOW Ready to sell now
- SOON Getting ready to sell
- LATER Not ready to sell
- TAKE-AWAY Undecided and not ready to sell





Listing Appt. Positioning

Now

- Meeting
- Selling
- Gameplan
- Strategy
- Active Buyers
- Competing Offers

Soon

- Take A Look Advice Progress Preparation Positioning

- Get Ready

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Later Pre-Planning

- Have Time
- When You're Ready
 - Do Over Time
- At Some Point In The Future



Listing Appt. Positioning

Take-Away

- May Not Happen
- Selling Isn't Best
- Whenever That Happens
- Way Down The Road
- If At All
- **Third Person Perspective







NOW – Ready To Sell Now about selling your home.- set day/time

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I'm excited to help you guys set a gameplan to best position your home in this market, capture as many of the active buyers as we can and let them compete with each other. While I'm there I can answer any of those process questions I'm sure you guys have





SOON – Getting Ready To Sell I can come take a look at your progress and maybe give you which things may not be important and save you time and **ready**.- set day/time

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some advice on what things to focus on for a higher return and money by letting them go while you're still getting your home





LATER – Not Ready To Sell

You are lucky that you have this time to get ready. I'd like to return at some point in the future - set day/time

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Hey, we find that home sellers who do a little pre-planning are the ones who ultimately sell for the most money in any market. come take a look at your home, give you advice on projects that you can do over time to best position your home for maximum





TAKE-AWAY - Undecided and not ready to sell never happens at all. - set day/time

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Maybe selling really isn't the best decision for you. Who knows? I have these kinds of conversations all the time with homeowners who may at some point need to decide which way to go. I take a quick look at their home, answer questions about the process, what would need to be done to it and how much they are likely to get for your it. I'm happy to do the same for you even if a sale





Objections

- I'm Not Ready To List
- Reverse & Reposition
- I Need To Talk To My Spouse/Other Decision Maker Break Apart Technique
- I Don't Want To Waste Your Time Social Proof





My Home Isn't Ready Question Game

It's Too Early

Question Game

We will give you a call when we are ready Question Game

