

## The Seven Steps of Professional Selling

The seven steps of professional selling is a time proven system for selling anything—not just real estate. As a sales professional you must accept that people do not want to be “sold”. They want to buy based on information they request. The seven step approach is about giving them enough information (and at the right time) to make a decision. Many times their need for your services is latent. That is they do not even know that they need you. The seven steps allow you to develop a relationship with your client while uncovering their problems and your solutions in an efficient and organized manner.

Whether they know it or not, your clients also have a system. It is a two-step system and it works very well for them. It goes something like this: get the information (price, address, etc.) from you and get rid of you. Whose system would you rather use? Each step in the seven step system has only a single purpose and that is to get to the next step. And while you should always be listening for an opportunity to close, your plan going in should be to stay on script in the context of the seven steps. So what are the seven steps?

### ENTRY

As a real estate agent, when you wake up in the morning you are unemployed. In fact, the only time you are employed is when you are face to face with a buyer or seller. So the first step is getting in front of a potential client. That is what we call Entry. There are several different approaches each with their own unique dialogues depending on how you choose to make contact with them. In reality there are only a handful of ways to make that initial contact: you can call someone, they can call you or you can approach them directly. Either way, you need to know the dialogues that get their attention and moves you to the next step.

The way you physically anchor this step to help you to remember it is to visualize yourself shaking somebody’s hand.



### QUALIFY

Now that you are face to face with a potential buyer or seller, it is time to find out how serious and committed they are to buying or selling. We call this second step Qualify, because you are qualifying them emotionally (as opposed to financially). In this step you must find out why they are selling (or buying), when do they need to sell by, what do they intend to do with the money from the sale, what would happen if they did not sell, etc. This step is also the perfect time to establish rapport with them, as people tend to work with people they like. If you get them to like you during this step, your job is half done.

The way you anchor this step is to visualize yourself looking at your watch.

## SHARP ANGLE

Step three is essentially a bi-lateral agreement that takes this form: if I could show you how...would you...? And usually the “would you” is make a commitment to you. It is getting people to commit to you if you can deliver on a promise before you even begin to deliver on the promise. This is a key step in keeping with the concept of commitment before going to work. The key of course is to make the thing you are going to show them so compelling that they will agree to commit to you if you can deliver on your promise. We call this bi-lateral agreement a Sharp Angle.



You anchor this by visualizing your elbow, which is a “sharp angle”.

## PROBLEM

There are many problems in buying or selling a house. There are even more problems in buying or selling a house if you make some of the more common mistakes like trying to sell a house yourself or trying to buy a house while working with several agents. Most buyers and sellers are not even aware that these problems exist. It is your job as a professional real estate agent to educate your clients on all the problems they could face (if they chose to work with someone else). When you point out all of the problems they might face not only do you show them how knowledgeable you are about real estate, but it is a natural progression to show them that you are their best solution.



You anchor this step by visualizing your hand on your chin.

## SOLUTION

They say in real estate its location, location, location. Well in real estate sales its presentation, presentation, presentation. The solution step is where you “present” all the ways you solve the problems detailed in the previous step. Here is where you have an opportunity to really differentiate yourself from other real estate agents. You do that by showing all the service the client will receive when they choose you to represent them. You should have a Phase Plan of Action—which is a list of 100 things or more you will do to sell their home or represent them as a buyer. And of course the more impressive your presentation the better. That is why you should have a multimedia presentation that you can do on a laptop, or handheld computer or even over the Internet.



You anchor this step by visualizing yourself snapping your fingers.

## SIGNATURE

This is probably the most difficult step of all because it is where you ask for their commitment. This step is where all of their objections and delaying tactics will come up. They will tell you they want to “think about it”, or “talk it over with their spouse”, or “talk to another realtor”, etc. You must learn to come from the position that you accept them, not vice versa. The reality is that you CAN only work with so many clients and given a choice, you choose to only work with committed clients. If they are not willing to commit to you—after seeing the over 100 things you will do to market their home—then you cannot accept them



as your client. This is called risk reversal. They actually run the risk of not being represented by the best real estate agent around: YOU.

You anchor this step by visualizing yourself writing the number 6.

## **PRICE**

Now that you have their commitment you can go to work. In the case of selling a house, you will now go and do a current market analysis (CMA), which may take several hours. When you come back they will want to do one of three things: 1) they will want to overprice it, 2) they will say you're the pro, you tell me the price or 3) they will list it at current market value.

Usually they will want to overprice their own home because they do not know what you know. That overpricing their home has the opposite of the desired result. It does not make them money—it costs them money. You need to become the messenger and educator. You do not argue with them or coerce them into pricing their home at current market value. You give them enough information so they come to the conclusion that it is in their best interest to price the house at current market value. And then you price it there. This is also the step where you will deal with commission objections. Use logic to let them know to get the highest price in the quickest, most convenient time, it is to the seller's advantage to offer a competitive commission to stimulate more activity.



You anchor this step by raising your hands in victory.

Here is a quick summary of the seven step sales system.

1. Entry: Get the appointment
2. Qualify: Why, when, where
3. Sharp Angle: If I could would you
4. Problem: Show them the problems
5. Solution: It's you—show them your marketing plan
6. Signature: Get a commitment
7. Price: Get the home priced at current market value (and at full commission)