



Level Shifts

Getting Clients Into Action!

The key to getting clients to take action is to find out what they most want. Getting to their motivation is key! Given the media making sweeping statements about the 'real estate market', we also must clarify what is actually happening in the market today. The media's role is to boost circulation or ratings. Since 'bad news' travels faster than 'good news', there is always an element of sensationalism in most stories. In fact, the expression 'If it bleeds, it leads' shows that the more sensational (or bloody) the story, the higher its priority (it will lead the broadcast). After our prolonged "down" period – good news of any sort is being reported. Rarely is there an in-depth study of a topic, leaving our clients to figure out what they can from superficial & sensational stories. It's often time conflicting information that causes a client to go into information overload.

We can use both the Level Shift and What Specifically patterns to help bridge myth & reality.

1. Level Shift is moving from an objection to a solution; transforming an objection into an opportunity.
2. "What specifically" is used when you must lightly confront a client; used to establish an authoritative One-Up position.

Use level shifts to redirect a client's objection/question in another direction. Use conversational sale skills. Use the following as examples:

The real issue is	If I'm reading you correctly
The real question is	So are you saying
I believe you are asking	What I sense is
So I gather	So what you mean is
What appears most important to you	What I think you are concerned with is

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1. **Why didn't you show my home when it was listed?** I understand that you are wondering what is going on with your home ... and what I think that you're concerned with is "How can I get my home sold this time?" And that is exactly why I'm calling you ... How is your next home going to be different than the one you're in today?
2. **We're not going to give it away.** I understand that you don't want to give it away ... And what it sounds like to me is that you want to sell your home and net the most money possible, is that right?
3. **I'm considering an agent with a big team.** Super! And if I'm reading you correctly, you're saying that you want your transaction handled by a competent professional team, correct? I'm glad we're talking!
4. **I'm tired of talking to agents.** Of course ... and what I sense is that you're tired of having your time wasted and not have any results, correct? That's exactly why I'm calling – to get you some results this time around!
5. **Your office is not close enough.** I understand! So what I gather is that you want an agent who will handle all of the details of your sale with a minimum of inconvenience to you, is that right?
6. **We don't want to list for that long.** Yes ... and in not wanting to list for a long time period, what I think that you're saying is that you really want to sell your home quickly. And that means that you need an agent who knows that there is a _____ month supply of homes on the market today.
7. **We want open houses.** Just your saying that you want open houses leaves me with the sense that you want to make sure that your agent does everything possible to net you the most money, is that right? Super! So let me show you how we sell so many homes in today's market!

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8. **We've already promised the listing to another agent.** I see ... and what I gather is that you really aren't sure enough of the other agent's ability to really handle the sale for you ... otherwise you wouldn't have invited me in to give you a second opinion. So what are you looking for in an agent?

9. **We're tired of being on the market ... we want to give it a rest!** I understand that it's been a tough road for you ... and what I sense is that you really do want to sell your house and that you want real results this time, right? Great!

10. **I want to think it over.** Great and so I gather that you have some questions that you really do want answers to, is that right? Great!

Since I help people buy and sell homes every day, let me help you with the most difficult questions ... let's start with your most challenging one first!

11. **Friend in the business** – That's great and what I'm hearing you say is that working with someone that you know and trust is important to you. That's great and my clients feel that same way about me, too!

How is your next home going to be different from what you're living in today?

12. **I'm in no hurry** -That's perfect! So that tells me that you have plenty of time for me to market your home - so that you net the most money from the sale.

13. **I don't agree with your price** -Isn't the real issue what buyers are willing to pay for homes in today's market? How can we use your current home as a tool to get you into your next one?

14. **One of our neighbors sold for \$XX and our home is worth more** -And what I'm hearing you say is that you may not know how homes are priced today. Why don't we review that first?

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15. **Well, if we don't sell it, we'll rent it** - Isn't the real question, how can we get your home sold, so that you can (refer to their motivation!) Yes ... there is a lot of news about real estate today. Since all real estate is LOCAL, isn't the real question - what is best for YOUR family? Let's find out!

16. Successful investors are always saying that it's best to 'Sell when everyone is buying ... and to buy when everyone is selling! - So what appears to be most important is for you to take a fresh look at our local market today – so that you can make the best decisions for you and your family. Is your calendar handy? Yes ... there are some interesting things happening today. And did you know that the people who relied on the media for their primary stock market advice were the same people who LOST the most money during that downturn? The sooner that we meet, the faster you'll have all of the information you need to best take care of your family!

17. **We will just wait until the market gets better in a few months.** What specifically causes you to believe that the market will get better just because six months goes by?

- a. ... that this offer isn't at today's fair-market value?
- b. ... that now isn't a great time to buy your next home?