

EFFECTIVE COMMUNICATION – FINDING THEIR WHY

What you'll learn:

How to Build Trust

Ways to Get Accepted Immediately

Listen and Ask - How to be a Good Listener

Ask OPEN ended questions

Who else is going to help you make that decision?

What will happen if you can't accomplish your goal?

Where are you moving to ?

When do you have to be there?

Why is that?

Answers to Most Common Buyer and Seller Objections

Powerful Scripts and Dialogues

I don't have to sell

I am not going to give it away

But I need \$xxxxxxx

I want to think about it

My friends/family said I should only pay \$ x for the house

Zillow says my house is worth \$ x

But I have \$ x into the house

The Power of Questions

Learn to - Let go of the outcome

Steps to handling resistance

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Table of Contents

1. 14 Ways to Build Trust
2. Active Listening Skills Strength Trust with Clients
3. Is Anybody Listening
4. 10 Steps to More Effective Listening
5. Thinking of Selling
6. Motivation Scale
7. What's Your Listening IQ
8. Objection Handling – 2 pages
9. 20 Rules of Negotiation
10. Idea Action Plan

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14 WAYS TO BUILD TRUST

Adapted from *Follow Your Conscience* by Frank Sonnenberg:

1. Be straight with people. Tell it like it is.
2. Don't be afraid to present bad news. It's worse to sweep it under the rug.
3. Remain calm, cool and collected during difficult times.
4. Present both sides of an issue. (Let them judge for themselves.)
5. Be a good listener.
6. Disclose potential conflicts of interest.
7. Even a tiny exaggeration can destroy your credibility.
8. Always tell the truth or the truth will tell on you.
9. Your actions "off-stage" (like at an office party or on Facebook) impact your trust and credibility.
10. "Everybody does it" is a poor excuse for doing it yourself.
11. Learn how to disagree without being disagreeable.
12. Repeating a rumour is as vicious as starting one.
13. People will test you in small ways before trusting you outright.
14. The only thing worse than talking about others is talking about yourself.

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Active Listening Skills Strengthen Trust with Clients

An ancient Chinese proverb reminds us; "To listen well, is as powerful a means of influence as to talk well." While everyone can benefit from this sage advice, these words of wisdom are particularly appropriate for real estate professionals.

Would you consider yourself a good listener? Perhaps a more important question might be, how would your clients, business associates, friends and family members rate your listening ability? Their feedback might just surprise you, because most people believe they're much better listeners than they truly are.

Poor listeners frequently confuse the physical act of hearing with the emotional art of listening. While hearing is a function of biology, active listening skills must be acquired and developed.

In the selling process, when you talk, you merely provide information, but when you genuinely listen, you show respect, create trust and develop rapport.

Unfortunately, our educational system places emphasis on speaking and writing, but not on listening. The only way to become a better listener is to mindfully practice "active listening" in all of your daily encounters—from the kitchen table to the sales table.

Active listening refers to making a conscious effort to hear your customer's words as well as to try and understand the total message being sent—both verbally and nonverbally.

It requires you to listen not only with your ears, but also with your eyes. It's important to monitor your client's body language gestures and look for congruency between words, posture, movement and tone of voice.

Are you able to stay focused on your client or does your mind wander? By giving your client your full and undivided attention, you're laying a foundation of trust and building rapport. Discipline your mind and put aside distracting thoughts.

Each time you catch your mind starting to wander, "grab it" and immediately refocus your attention back to your client. Show that you're listening by using your body language gestures to convey your attention. A simple smile or nod of the head conveys that you're listening without interrupting your client's flow of thought.

The best real estate salespeople have a tendency to listen and ask great probing questions. They don't make assumptions, they summarize and seek clarity. An occasional question or comment to recap what has been said communicates that you understand the message. Until this is done, your client will resist your input.

Where communication is poor, mistakes increase, relationships breakdown and opportunities to make the sale are missed. If you want to enhance your professional image, strengthen relationships and dramatically improve your sales effectiveness, I encourage you to listen while you work.

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Is Anybody Listening?

People these days seem to be impatient, stressed and constantly rushed.. But if we let it get in the way of listening, there is a price to pay. That price includes losses in efficiency, effectiveness, and even in relationships. We make mistakes, we forget what was said, we miss nuances in the conversation. Not good.

We owe it to ourselves and all those we care about at home and at work, to slow down, pay attention, and do the hard but rewarding work of listening

This week, check your listening habits.

1. **Put aside all else.** In order to really listen, you must put aside other work, turn away from the computer screen, and focus on the speaker. It is too easy to keep looking at your work, especially when the person is on the phone. But it is pretty obvious when someone is not listening. Listening is a skill that requires your full attention. Try it and see what a difference focus makes.
2. **Focus on the entire message.** Pay attention to what is being said, not on your response to it. Tune in to body language, tone of voice, facial expressions, absorbing the whole message. Watch for conflicting body language, such as a frown, folded arms over chest, or a subtle shaking of the head while saying "yes." Non-verbals can account for as much as 55% of the message, so pay close attention to the entire message, not just the words.
3. **Show that you are listening.** Avoid looking around or fidgeting. Make steady eye contact, nod, and use neutral acknowledgements such as "uh-huh" or "go on." Separate listening from responding: don't jump in too soon with your own opinion, your story, or your advice. Listen first.
4. **Adjust to the style of the other person.** If they are interested in the emotional context, don't keep asking about facts. If they are very fact-oriented, shift your listening to the rational. If they want details, focus more on details. If they want to talk big picture, let them know you see it, then ask about feelings or for further facts.
5. **Check back.** Ask if you are hearing them correctly. Don't make assumptions or jump to conclusions based on partial hearing. Even if you are under pressure or tight on time, maybe especially then, slow down, breathe, and focus on hearing and paraphrasing what you are hearing. If you just can't focus at that moment, say so, and ask to connect at another time.
6. **Eliminate sound clutter.** If your phone is getting a bad signal, don't tough it out. If you are in a noisy place, or rushing to catch a plane, and you can't hear what is being said, there is no way you can do a great job of listening. Ask to reschedule, or get yourself to a quieter place where you can both hear and concentrate.

Great leaders and great communicators have a striking ability to listen well. It takes work and effort, and energy you sometimes feel short on, but it is so worth it. It pays dividends in better productivity and helps build better relationships. What could be more worthwhile?

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Ten Steps to More Effective Listening

Listening is rarely if ever taught in schools because educators (along with almost everyone else) assume listening is automatic – it's like breathing. But effective listening is a skill, which like any other skill is achieved through learning and practice.

1. Listen to learn
2. Face the speaker and maintain eye contact and be attentive.
3. Truly listen to the speaker's words and try to picture what is said.
4. Keep an open mind.
5. Don't interrupt.
6. Wait for the speaker to pause to ask clarifying questions.
7. Ask questions only to ensure understanding
8. Try to walk in the speakers shoes and feel what the speaker is feeling.
9. Give the speaker regular feedback by showing your interest.
10. Work on learning to be a better Listener.

Listening requires the temporary suspension of all unrelated thoughts. In order to become an effective listener, you have to learn to manage what goes on in your own mind. You must in fact learn to listen, so you can listen and learn

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Thinking About Selling?

- ❖ I am eager to have you share your concerns and expectations about the marketing of your property.
- ❖ Please take a moment to complete the survey below.

WHAT ARE YOU CONCERNED ABOUT?

	NOT CONCERNED				VERY CONCERNED	
Buyer's Qualifications?	0	1	2	3	4	5
Multiple Listing?	0	1	2	3	4	5
Broker Commission?	0	1	2	3	4	5
Showing Procedures?	0	1	2	3	4	5
Advertising?	0	1	2	3	4	5
Open Houses?	0	1	2	3	4	5
Inconveniences?	0	1	2	3	4	5
Possession?	0	1	2	3	4	5
Pricing?	0	1	2	3	4	5
Closing Costs?	0	1	2	3	4	5
Security?	0	1	2	3	4	5
Salability?	0	1	2	3	4	5
Financing?	0	1	2	3	4	5
Negotiations?	0	1	2	3	4	5

Thank you!

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What's Your Listening IQ?

God gave us two ears and one mouth for a reason – to listen first, then talk!

So how good a listener are you?

Many people take their listening skills for granted. We often assume we're listening and others know they are being heard. But many times that's not the case. Then without warning there are misunderstandings, hurt feelings and conflicts that prevent people from working well together.

How many of these 10 behaviors can you say yes to?

1. I 'm doing several things at once while others are talking to me.
2. I have a hard time concentrating on what is being said.
3. I am annoyed when someone slows me down.
4. I think what I want to say next rather than is being said.
5. I don't like it when someone questions my ideas or actions.
6. I'm impatient waiting for the person to finish talking.
7. I give advice before the other has fully explained the situation.
8. I tend to talk significantly more than the other person talks.
9. I don't know at the end of some conversations what it was about..
10. I'm uncomfortable and don't know what to do if the speaker expresses emotions.

Scoring:

1-3:

Take a bow. You appear to be a good listener. But don't rest on your laurels.
Continue being attuned to others

4-7:

You doing OK but can improve. Pick one or two of the above statements to work on and 1 or 2 of the tops below to practice.

8-10:

Don't lose hope. You can become a good listener. First it takes intention, Realizing it's an important skill for land then practice applying the tips below on a regular basis..

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Real Estate Objection Handling

If you can't answer these objections quickly, consistently and with finesse... you are flat out losing business.

Here are some of the toughest objections we get every day.

Sellers

If we get our price, we'll sell otherwise we may not sell.

We're not that desperate to sell.

We're not going to give it away!

We want to start with a higher price because we can always come down.

The agent we spoke to earlier gave us a much higher listing price so we're going with them.

The house down the street is listed for more than you're suggesting and ours is nicer.

The neighbor's house sold for more money last year and mine is nicer.

I'm only going to give you a 3 month contract.

We need to sleep on it and we'll let you know tomorrow.

We don't want a lock box.

We don't want a sign in the yard.

We had a bad experience with another agent and are leery of real estate agents.

We're just going to list with the agent that sold us the house.

We want an open house each weekend for the first month.

Have you ever sold a home like mine before?

We don't want to do any repairs, we want to sell the house "as is".

We have some repairs that we want to make first.

Bring me a buyer and we'll pay you a co-op fee

Your commission higher than XYZ? We want to get the lowest commission so will you go lower?

Can you cut your commission if we buy our next home through you?

We can list with a Company who will put our home into MLS, Classified ads, and website for \$995.00.

How often will you advertise our home in our local paper? NY Times, etc?

We're going to sell our home on our own to save money.

We're going to list with our friend, cousin.

Communication is important to us so how are you going to stay in touch with us?

The other agent had a large team. If I'm going to pay the same, shouldn't I go with the large team?

Our home is in good condition, why should we offer a home warranty?

We are already paying a commission so why should we pay you that extra transaction fee, document storage fee, etc'?

But we need \$ _____ out of our home.

We spent \$ _____ on improvements and feel that should increase the value.

We are moving to a higher priced area and need the money to buy a home there.

We have been on the market for three weeks and we aren't getting any showings.

You haven't personally shown my house.

No one from your company has shown my house.

If you would only advertise more, the buyers would come and buy my house.

Why should I lower the price when no one is even looking at my house?

I don't want to change the carpet or paint, can't we just give them an allowance?

This offer is too low. Why can't we just reject it and wait for another buyer?

Since this offer is much lower than we expected, we will have to take less, so how much are you willing to lower your commission?

We don't want to pay any of the buyer's closing costs.

We don't care if the appraisal is lower than the contract price, the buyers will just have to pay the difference.

Buyer Prospects

We hear on the news that this is a buyers market so we should be able to get a steal on a home.

We want to see all the homes on the market before we make a decision.

We want to wait to buy at the bottom of the market.

We are just looking as we have 6 months left on our lease.

We're only looking for info on this one property.

We don't want to get tied up with an agent.

We've been told to only work with the listing agent to get a better deal.

Want to write an offer where the seller will take at least 15% less and pay all the closing costs.

Learn...What to say, when to say it and you will be more successful!

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The 20 Rules of Negotiation

1. It should always be a Win-Win for all parties.
2. Never offend the buyer or seller.
3. Never believe anyone else is entirely on your side.
4. Always strive for high moral ground.
5. Disarm a physiological attack by drawing attention to it.
6. Be irrational occasionally.
7. Strive to be innocent.
8. Always ask Why questions.
9. Question authority.
10. Challenge the written word.
11. Listen carefully.
12. Always give yourself an alternative.
13. Be informed.
14. Work only on issues that can be resolved.
15. Never respond to an offer that can't be closed.
16. Don't just stick to the bottom line reasoning.
17. Remember that some deals just can't be closed no matter what you do.
18. Get the other party to invest time.
19. Set a deadline for an answer.
20. Act quickly.

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Idea Action Plans

Purpose:

Determine what three things you learned today that you'd like to implement right away when you return, and what steps you'll need to take in order to accomplish those goals.

I. **My first idea is:** _____

Actions I'll need to take to accomplish that goal: _____

DATE to COMPLETE THIS ACTION ITEM BY: _____

People who will help me take action: _____

II. **My second idea is:** _____

Actions I'll need to take to accomplish that goal: _____

DATE to COMPLETE THIS ACTION ITEM BY: _____

People who will help me take action: _____

III. **My third idea is:** _____

Actions I'll need to take to accomplish that goal: _____

DATE to COMPLETE THIS ACTION ITEM BY: _____

People who will help me take action: _____

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