Memorize and practice the following techniques:

Today’s lesson: The Value of Silence

Many salespeople are great talkers, but great salespeople understand the value of silence and the great power pause. The art of asking a question and actually waiting for an answer before proceeding and asking the next question, the control of answering a question with a leading question, and waiting, and waiting, and pausing.

Let me give you an example, you ask a question. After you’re answering the question such as:

I need to talk to another realtor…you know we would really like to get more than current market value out of it.

So in order to open them up you would say something like:

I appreciate that you want to talk to another agent and you would like more than current market value.

However, in order to sell a property once I have got to sell it twice. First I have got to sell it to the salespeople and then they have to go out and sell it to their buyers. So to get you the highest price in the quickest most convenient timeline we have got to get salespeople excited.
You get the idea.

So other than talking to another agent and getting more than current market value is there any other reason (shaking your head no) that you would hesitate to list with me…isolating the objection.

Now notice that it is the space between the bars that makes the music. It is the space between the bars that holds the tiger. And it is the space within the vase that makes it a vase.

Understand that timing is very crucial when you are asking the questions…pause it…even let them finish the statement.

Practice listening, pausing and then letting people help you finish the exact sentence.

Get the idea, I put some examples together when you print out today’s lesson I want you to practice it until you become a master.

UNTIL NEXT TIME…SEE IT, SAY IT, PAUSE AND…!
The Value of Silence
Assignment

1. Understand that timing is very crucial when you are asking the questions...pause it...even let them finish the statement. With this in mind, your assignment is to practice listening and pausing.

2. Then practice saying the sentence and letting others...........finish it.

   - To get you the highest price for your home, we need to get sales people *(excited)* about your home.

   - Do you see how by getting salespeople *(excited)* about your home, more *(buyers)* will see your home, giving you a chance to receive multiple *(offers)*.

Let your clients say the words in italics. Get the idea...now practice all the techniques this way.