



In this Short Sales Step by Step training, you will learn how to sound like a pro when communicating with sellers, even if you are just beginning.

You'll discover:

- Step 1: How to Begin the Conversation
- Step 2: How to Open up the Conversation
- Step 3: How to Handle the Rest of the Conversation

To Your Success,

Phil Pustejovsky

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Step 1: How to Begin the Conversation

Beginning the call is extremely important. You don't get a second chance for a first impression. Contrary to what many think, the key is to NOT sound like a big company. People want to sell to professional, local people who are not part of some massive company that is going to take advantage of them. They want to deal with local people who understand their local market. Here's how it sounds...

- When the call comes in, answer with: "Good morning, this is (your name)."
 - The caller will usually respond with, "I got your Craigslist message. You said you can buy my house fast?"
- You respond with, "Oh...Craigslist...great! By the way, in case we get disconnected, what is the best number to reach you back at?"
 - The caller responds with "555-555-5555"
- You then ask another question, "I'm sorry sir/ma'am; I didn't catch your name?"
 - The caller says their name.
- You then ask, "And what's the address of the property you're looking to sell?"

By asking for their name, phone number and address at the very beginning, you are doing something very powerful. First, in this day of cell phones, phone calls drop easily and you need to be able to reach the person if the call gets disconnected. Second, referring to the person by their first name is a successful way to communicate. Third, by asking questions, you are controlling the conversation from the very beginning. And finally, by asking simple questions that anyone will answer, you are establishing a pattern whereby you ask questions and the caller answers them.

Step 2: How to Really Open Up the Conversation

Once you have established initial conversation control, you now have the ability to extract important information that will quickly and easily help you determine if this seller is motivated. A seller who is motivated is someone who is willing to do whatever it takes to get rid of their house.

Determining if the seller is motivated is your primary goal when talking to someone for the first time about selling their property. There is nothing else that is more important. Many new investors make the incorrect assumption that the first call with a seller is about the property. If you want to make big money in real estate, your first conversation should be about the motivation of the seller.

Specifically, the most important question you want a clear answer of is, “why are you selling this property? In a perfect world, you could ask this question as soon as they dialed you. The challenge is that this question is somewhat personal and most people will not immediately come out and tell you. And those that would answer, would usually not tell you the truth. This is the reason why we started the conversation with some simple questions. This builds up rapport and helps the caller feel more comfortable about telling you personal information.

Now that you have built some initial rapport, it’s time to really open up the conversation and move this person into a mental framework where they will answer the all important question of why they are selling. The best way to do this is by asking the following question:

“So, do you have the property up for sale with a real estate agent right now?”

SHORT SALE GOLD

How to sound like a pro, even if you are just beginning

Whether they answer yes or no, you can proceed to ask how long its been on the market, the asking price, how many people have viewed it and why they think it hasn't sold yet. If it is listed, you can ask when the listing agreement expires.

Step 3: How to Handle the Rest of the Conversation

Once the conversation has opened up by your question of if the property is listed with an agent, you can then use the ePartner® Seller Pre Sign Up module to lead your line of questioning. This module was created so that you would have a systematic way to ask the right questions in the correct order as well as have a place to store the answers and be able to access this information from anywhere. If you are not a part of ePartner®, here are some more important points to understand when conducting any call.

1. Ask Questions and Listen:

Your primary role on any call with a potentially motivated seller is to ask questions and listen carefully. You want to be a reporter, not a broadcaster. Speak as little as possible, avoid answering a caller's question with a long answer and end anything you say with a question to maintain control of the conversation. When answering a caller's question, avoid going into detail and use "I don't know" instead of giving out potentially incorrect information.

2. Assess Motivation First:

Why a person is selling their property is usually far more important than the number of bedrooms or the size of the garage. Sometimes the caller will be unwilling to tell you "why" they are selling. This usually means that they do not have enough motivation to make a great deal work. In other situations, the caller will answer your "why" question very briefly. Regardless of how the caller answers your initial question as to why he/she is selling the property, during the

call you should listen for certain motivational cues that will reveal their true motivation level. The following are the most common cues:

- a. The caller says, “I just want out, I don’t care about making any money,” or, “At this point, I don’t even want to make anything from this, I just want it gone.”
- b. You can hear the pain in their voice that the property is causing them.
- c. The caller says, “I don’t care what happens, so long as I can get out of this house now.”

3. **Do Not Sound Scripted:**

Make the caller feel like he/she is talking with a human being, not a scripted robot. Allow the caller to talk at his/her own pace, do not interrupt and let the conversation flow based on what the caller is saying. If the caller begins talking about his/her mortgage information at the beginning of the call (even though mortgage information is at the bottom of the ePartner® Seller Pre Sign Up), ask as many mortgage questions as you can. You should begin each call the same way every time, but allow the call to diverge from the ePartner® structure if the caller takes the conversation in a new direction. Use ePartner® as a guideline in which to base the flow of the questions, but do not feel you must maintain a strict adherence to it. Let the conversation flow easily.

4. **Obtain the Asking Price.** Many sellers will call with the goal of getting you to offer them a price on their property first. In fact, many callers assume that the

way you operate is to jump in the car, drive over and look at the property, calculate the cost to repair it, perform a mini appraisal and then make an offer on the property, all before the caller ever gives you their asking price. We believe that it is far more efficient to ask for a price from the caller upfront. If a caller will not give you an asking price (or what they are looking to get out of the property), instruct them very politely to call back when they have determined their price. We have found that if the caller refuses to give an asking price, they are either not motivated enough yet to allow us to put a great deal together or they are calling 4 different investors and are trying to develop a bidding war. Motivated sellers tend to refrain from exerting the energy or investing the time into calling a number of different investors to compare offers. Motivated owners want a quick, hassle free solution and they only want to call one person to provide that solution.