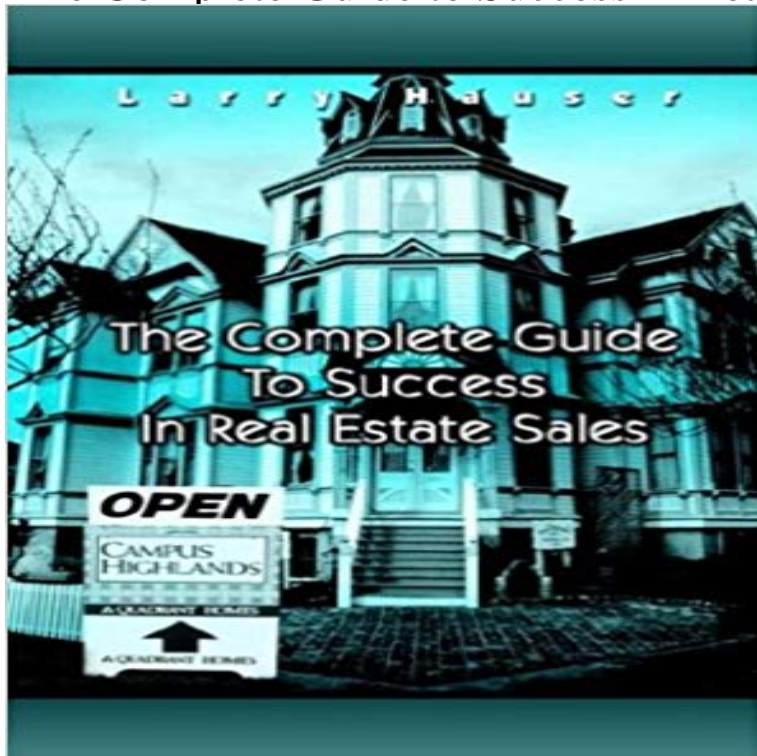


The Complete Guide to Success in Real Estate Sales



ARE YOU A SALESPERSON, OR AN ORDER TAKER?The Decision Is Yours!In this book you will learn methods of selling and speaking which I have learned from 30 years of sales experience. I have sold products as varied as Christmas cards to magazine advertising space. From health and life insurance, to stocks, bonds, and annuities. And my favorite, and I'm sure yours as well . . . REAL ESTATE!Ask yourself, Have I ever left an appointment for a presentation without the signatures I was seeking and said to myself as I was driving away, If I had only asked . . . Or, If I had only said . . . ?If the answer is YES, then you have left money on the table because you were not prepared. And the amount of money, in the Real Estate Game, is a lot of money!Here Are Some Of The Things You Will Learn By Reading This Book:1: You will learn the NINE STEPS OF THE PRESENTATION which must be followed, in order to persuade your prospects to think your way. 2: You will learn the TEN MOST COMMON REASONS YOUR PROSPECTS USE FOR NOT SIGNING THAT LISTING, and how you can be ready with the TEN reasonable solutions to each of those objections.3: You will learn the method trained salespeople use to overcome objections BEFORE they become objections!4: You will learn each of the FOUR TRAPS in which untrained salespeople get caught, which invariably lead to failure in the presentation and how you can gracefully avoid them.5: You will also learn PROVEN METHODS OF GETTING OFFERS ACCEPTED which are substantially below full price, and probably would get most agents thrown out of the house if presented in the usual manner!6: HOW and WHEN to ask for signatures on the BUYERS CONTRACT.How much money have YOU left on the table for your competitors?

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