

SANFORD

SYSTEMS & STRATEGIES



Newsletter

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I teach my coaching clients on how to extend their time on the phone with a great prospect. Each client can answer the questions below when they are talking with a prospect. You might think prospects should just melt at the sound of your voice and hang on your every word when you call.

Even though you have sent or emailed a client what you think they need most in the way of value (for example, management tactics to a four-plex owner) and you are calling to follow up on what else you can do to help, you still must be able to answer simple objections.

Here are a few of classic examples:

1. No interest in you or your offer.
2. No authority to act.
3. No need.
4. No time.
5. Previous bad experience.
6. Likes the competition.
7. Wants lower commission.
8. Ties you up on the phone but will not commit.
9. Wants a buyer from you without a listing contract.

There are many more. Get used to them. Don't let them surprise you. Have a value-filled answer ready. They don't work always but they keep you in the game longer.

Let's assume that I am calling expired listings. Below are my responses to the above objections:

- I understand that living in a fish bowl is no fun. May I ask you one more question? What caused you to put your property on the market in the first place? What has changed about that? If I could present a written marketing plan that has worked over and over again for my clients in this market, could I present that to you tonight?
- Sure, I understand. With whom should I speak with this help? Could you spell that name for me? May I have his/her work phone and email address, please? I can just email this list of ideas, if you like.
- See number 1.
- Sure, I understand. What time could I call later? Would 6 or 6:30 work better? May I have the number where you will be available?
- Many of my clients have said the same thing. I am available

SIGN UP!



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BLOG**

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We hear many times how our seminars or systems have changed career paths, and we'd like to share your positive experience with others.

Please email a video testimonial to:
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If the file is really big, feel free to use www.sendthisfile.com to send the file to Cyndi, and they'll email a download notification link.

When we post your video to our website, we'd like to thank you for your time by sending you a copy of "Beating the Competition Every Time" so be sure to include your name and full contact information!

OUR COACHING PROGRAM

The very best athletes, entertainers, and business leaders all have someone in their corner whom they can go to for advice, leadership, and teaching. Unfortunately, the average person has no coach and too often allows himself to be influenced by those who have never achieved high levels of success.

With nearly thirty years of real estate experience including record levels of high real estate production and creative business systems, Walter Sanford offers personal coaching to a select group of clients each year.

Why not make this year the one when you start enjoying your career, your family

- many of my clients have said the same thing. I am available tonight at 6:30 and would be willing to show you a written plan that will prevent that from happening again.
- Competition makes my service better. Could I stop by at 6 or 6:30 to give you a written plan? If you still like the competition, give them my plan and it will make them better. Better means your house sells!
- There has never been a transaction not close because of my commission. When can I show you what my successful process looks like - 6 or 6 :30?
- I totally understand all you have said and would like a little time to customize my presentation. What time may I present a list of the steps that I will take to achieve you goal of _____ . Would 6 or 6:30 be better?
- I don't just want a buyer; I want a buyer who pays what the property is worth. To do that, I have to present the property in it's best light. When can I meet with you to start taking notes on the features and benefits of your property? Would 6 or 6:30 be better?

My clients simply get more listing appointments because they can engage the client just a little longer without creating anxiety. Stay cool. Don't start speeding up your speech. Keep the client's best interests in mind and have an answer to their first objection.

Walter Sanford has been designing and implementing real estate systems for 30 years. One of the most successful REALTORS® and now wealthy from his systems, Sanford teaches his systems and strategies through his products, seminars, and personal coaching producing the best results in the industry. Do what works, do what is proven. Hire Walter Sanford. Call our office at 800.792.5837, email walter@waltersanford.com, or chat with us online at www.waltersanford.com.

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start enjoying your career, your family, and your life? We have a few spaces left in Walter's personal coaching program.

Please call me, Cyndi, at **1.800.792.5837** so that I can arrange a phone appointment with Walter for you to see if this may be the year that you take your business to the next level.