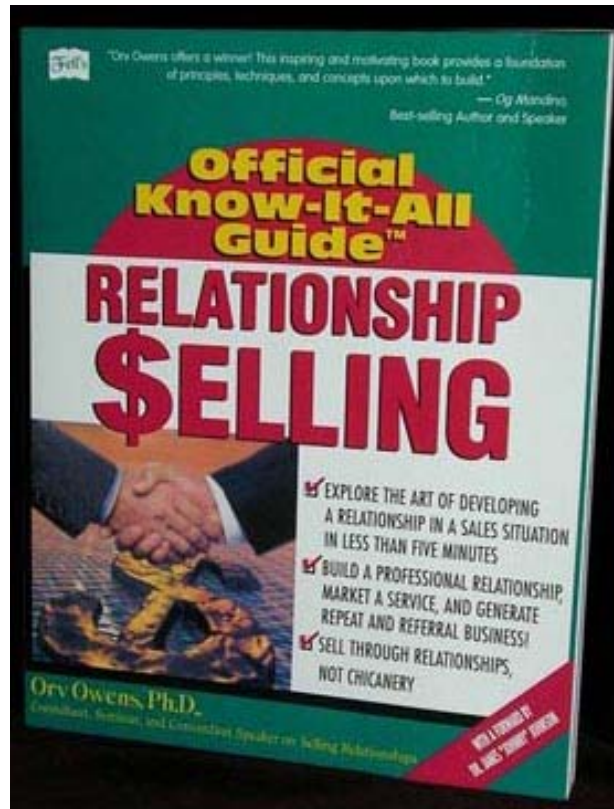


TRAINEES SYLLABUS

“RELATIONSHIP SELLING TRAINING”

Developing Trust Relationships With Clients

By
Dr. Orv Owens



This course will teach you how to increase closing ratio, and develop greater repeat and referral business. It is based on a seven year study on what successful real estate agents are doing that unsuccessful agents fail to do.

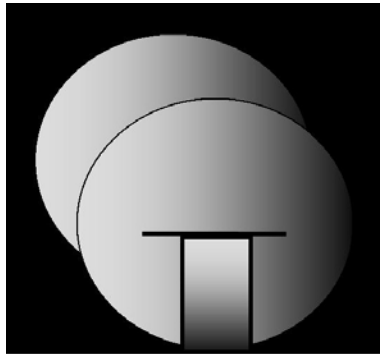
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**TRAINEES SYLLABUS
15 HOURS OF
“RELATIONSHIP SELLING”**

**A STUDY ON DEVELOPING A TRUST
RELATIONSHIP WITH PROSPECTS AND CLIENTS**

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By



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Relationship Selling Course Contents

Each workshop lesson is an application of a chapter in the text book

UNIT ONE

Lessons One, Two & Three

Chapter 1: Foundation Relationships

Success in real estate sales is based upon understanding the four relationships that determines a persons values. Inward: How an agent relates to self. Upward: How an agent relates to a broker or manager. Downward: How an agent relates to home owners or prospects. Outward: How an agent relates to other realtors. These four relationships determine how an agent will relate to clients and how clients will relate to the agent.

Chapter 2: Emotions of Success

Two basic emotions, "Love Motivation" and "Fear Motivation," control all emotions. The ability to recognize Fear Motivations and conquer them will determine an agents ability to develop confidence and competence.

Chapter 3: Childhood Shadows

How to correct deficiencies that restrict personal development and sales abilities. The impact early childhood fears have on an agent as an adult in both decision making and ability to relate to a client, a prerequisite of a sales situation. Recognizing a clients fears and overcoming them creates a trust in the agent which is a prerequisite before they can be comfortable in making a wise buying decision.

UNIT TWO

Lessons Four, Five, Six & Seven

Chapter 4: Values, Principles and Behavior

Learning the prospect's values, principles, reading their behavior and creating a presentation based upon that value system will do away with objections and create a high value in the real estate services offered by the agent.

Chapter 5: Using your Head

The subconscious mind has been labeled, "the greatest computer known to mankind." All actions and reactions are controlled by our thought process. A client's decision making will be determined by habitual thinking. An agent's ability to relate to a client is determined by that agent understanding the client's thought process and relating a presentation to that person's frame of reference.

Chapter 6: Conquering Fear

Fear is the greatest destroyer of sales success. There is a formula for conquering fear both in the agent, to build greater confidence and recognizing the clients fears and lifting them above the debilitating effects those fears cause.

UNIT THREE

Lessons Seven, Eight, Nine & Ten

Chapter 7: Controlling the Decision

True professionalism in real estate sales is shown in the ability to determine the outcome of a sales situation. The successful agent sells the decision to the client rather than trying to make the client make a decision. Building value in a wise buying decision is a key to making real estate sales and developing repeat and referral business.

Chapter 8: The First Close

Studies have shown that decisions are made in five minutes or less. All other thought on a subject is to justify the decision. The most important decision a client will make is to trust the agent to lead them into a wise buying decision. To have sales authority the real estate agent must establish a trust relationship with the client in five minutes or less.

Chapter 9: Being the Doctor of Sales

Prospects are looking for an real estate agent they can trust. The agent must develop an attitude of professionalism that projects confidence and competence. The only reason the clients need the agent is because they do not know all they need to know to make a wise buying decision. Confidence projected outward is accepted by the client as competence.

Chapter 10: Selling Value

Time and money are never a problem when a high value is placed on your service. When an real estate agent creates value higher than cost, cost no longer remains as an objection of whether or not to buy or list their home.

Relationship Selling Course Contents

Page Two

UNIT FOUR

Lessons Eleven, Twelve, Thirteen, Fourteen, Fifteen & Sixteen

Chapter 11: Establishing Authority

A real estate agent is not in a sales situation until he or she has established sales authority. This authority is based upon the trust relationship the client believes they have with the agent. The agent must keep this authority throughout the sales situation or the client will develop fear motivations that will cause objections in their mind.

Chapter 12: Variables of Success

The mechanism used to control the emotional environment is a series of daily check points and evaluation of responses to events. Success patterns do not just happen. An real estate agent must learn how to project belief in all of their actions and reactions with a client. To control the emotional environment is to control the sales situation.

Chapter 13: First Impressions

An agent has only one opportunity to make a first impression. A checklist of the ten most important areas of concern will help the agent be aware of the first impression they will make. The client is looking for a real estate agent they can trust to help them make a wise buying decision, before choosing a home or listing their home.

Chapter 14: Sales Interview

Understanding what makes a presentation go smoothly is vital to success in real estate sales. Sales are lost when the agent "shoots from the hip," hoping something good will happen. Knowledge of the real estate market or real estate services is important. Knowledge of how to present that service so the client understands the value is more important.

Chapter 15: Personal Air Space

We communicate with others by our body movements and our responses to touching or closeness. The ability to read the prospect's body language and react positively, can turn negative situations into sales situations. Everything a client says or does can tell you where they are in the decision making process.

Chapter 16: Telephone & E-Mail Success

An agent's ability to use the telephone effectively will determine his or her appointment setting skills. Opportunity is lost when the agent is not skilled in use of the telephone and e-mail communication. These two means of communication should build the sales relationship and the value the agent brings to the client.

UNIT FIVE

Lessons Seventeen, Eighteen & Nineteen

Chapter 17: Motivations of Life

Five inner motivations, four of which are fear motivations, control our values, wants, needs, desires, and behavior. The ability to read a clients inner motivations and relate to each person based upon the values indicated by these motivations will determine the agent's ability to build value in the services being offered.

Chapter 18: The Prospects Needs

An agent must go beyond listening to what a prospect is saying, to a higher communication level of hearing why they are saying what they say. The client can only buy that which most meets their needs. Understanding the clients needs gives the agent the feedback necessary to make a productive presentation.

Chapter 19: Behavioral Deficiencies

Closing ratios increase when the agent corrects his or her own areas of weakness and become a true sales person rather than a clerk. Life should be a constant learning experience and personal growth and development should be a life long study.

Motivations Survey Questionnaire

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P.O. BOX 1002, SNOHOMISH, WA. 98291

NAME: _____

COMPANY : _____ PHONE: _____

ADDRESS: _____ CITY/STATE: _____

In the blocks enter one of the following five numbers:

1- Means the statement is not applicable to you or would not be a true statement in your situation or life. If you feel very negatively toward a statement, answer it as a "1".

2- Generally negative, not applicable, or not true.

3- If the statement would sometimes be true and sometimes not true or applicable to you or your situation or life.

4- Generally applicable, generally true, or generally positive to your situation or your life.

5- Means the statement is very applicable to you and would be a true statement in your situation or life. If you feel very positively toward a statement, answer it as a "5".

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