In Dan Kennedy's book 'No BS Sales Success', he talks about a real estate agent called Pebby B.

Here is an abridged version…

"Peggy B gets 70% of her listings from referrals and 30% from advertising. When someone wants to list with Peggy they get put onto one of her three assistants. The assistants then vet the clients to see if they fulfil Peggy's requirements for listing. If they do not, they are passed onto other real estate agents.

If they do, then a DVD on Peggy's successes is sent direct that day, to the potential listed property owner.

An appointment is made, but the assistant arrives first (Peggy comes 20 minutes later). While the assistant is there, they go over the data of similar sales in the area, how long sales have taken, price expectation etc. etc.

Peggy then calls to let the client know she is on the way, then arrives and listens to her assistant's overview of the property. Next Peggy asks if is okay, while they talk, for the assistant to take a few photos of the house. (This is a trial close)

Why would they let her go ahead if they were not interested in listing the house?

Peggy then uses her flip book, and goes over the ten steps they will use together to get the best price for the house. An agreement is produced that has been partially completed by the assistant from the information obtained over the phone.

Last year Peggy listed 92% of the homes where she made this listing presentation immediately, without delay."

I highly recommend you buy this book to get literally hundreds of ideas for your sales presentations. I personally fight for every referral I can get; I have a system in my book to tease up clients before you present your offering.

This can be done with some planning and understanding of what and how important referrals and structured presentations are.

Please share your ideas on what you do when you first meet a client.

Good selling.

Mike

Whatever career you decide to take in sales, it's always good to get some help.

That's why you can get FREE in your inbox every morning for 7 days; the 7 Day Sale Challenge.

Hop on over here and subscribe.

For more content like this, please make sure to subscribe to my YouTube channel.



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his How to Hire A Super Salesperson Each and Every time – It's packed with tips and ideas on how to hire great

salespeople. Don’t ever Hire Bad Salespeople Ever Again. Promise!