

Are you Interviewing?

Or Show and Telling?

With all the education and focus on customer service and working with buyers and selling the way they want to be worked with, sellers tell us they are still not being worked with in the way they desire.



Why do you think that is?

- Is it just old habits that are so hard to break?
- Is it the desire of the agent to get the process moving too quickly?
- Or are many agents just not sure what to do in an interview so they end up just showing a bunch of houses hoping they will like one?

I think you know the answer.

A couple of years ago while we were conducting an Integrity Selling[®] class in Sarasota, Florida, one of the participants in the class called us and shared that he **had just listened a buyer into a 3.8 million dollar home.**

The agent went on to explain that the interview lasted about 2 1/2 hours. During that time he found out everything about what the buyer was looking for. He said it was the most in-depth interview he had ever done. Of course he was using the interview questions that he had just learned in Integrity Selling[®]. After the interview he told the buyers to have a lunch break, but rather than joining them, he was going to select homes for them to look at after lunch.



He went on to tell them that he was going to select four homes to preview, and 85% of the time his buyers would choose one of the four he selected. So after lunch they looked at the four homes and made an offer for 3.8 million on one of them, and it was accepted.

Isn't it interesting that most agents show many, if not dozens of homes to a buyer and some agents, the most successful in most cases, show only a few. You know the reason, it's because they interviewed well and listened to what they were really looking for.

As many of you know, it's not always what they say but what they don't say and what their body language is telling us that makes the difference.

The words people say is only about 7% of communication. Their tone of voice is about 38%, leaving body language for 55% of the communication process.

That's why interviewing is so important, you are all together and have the perfect opportunity to read their body language.

Another important are to discover in the Interview is what is their current and desired situation? Think about the last buyer you worked with.

- Where are they currently living?
- How far do they drive to work?
- How many bedrooms and bathrooms do they have?
- How big or small is their yard?
- What part of their home is too small?
- What do they dislike in their current home?

And on and on... This is their current situation.

Now, what is their desire situation?

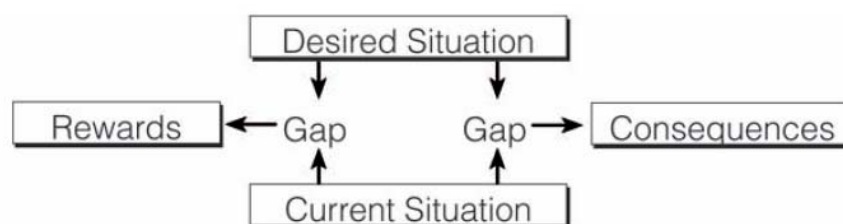
- Where would they like to live and why?
- How far do they want to commute to work?
- Home many bedrooms and bathrooms do they want?
- What kind of yard do they want?
- What is the most important change they want in their new house that they don't have now?

And on and on... This is the desired situation.

So what do you have in the middle?

A GAP!

You have two sides to every GAP. Consequences if the GAP is not closed, and rewards if it is. Doesn't that sound simple?



Part of the joy of being a real estate agent is being able to bring the rewards to both buyers and sellers. If they didn't have a challenge or a GAP, there wouldn't be the opportunity for us to provide the solution.



As you continue your path to improve your skills and abilities to better serve your buyers and sellers, look at every challenging situation as an opportunity for you to use your knowledge and abilities to help people with what they want and need. Don't try to sell them anything, just discover what they are looking for and provide it.

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