

All about closings:
Porcupine



“Everything you need to know, but no one else will ever teach you.”

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All about closings: Porcupine

Porcupines are my absolute favorite type of close – they are fun, versatile – extremely productive, and most importantly - get right to the real issue or problem

So what is a “PORCUPINE”? - Simply answering a question with a question - that’s all it is!

I learned long ago that whomever is asking the questions is the one in control. - And you were all taught that to be successful in real estate that you need to stay in control – or take control of your clients.



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Porcupine is primarily used to uncover an objection, so you can then begin to overcome the objection and continue the process forward – but there are other uses as well.

But – *and this is a very important technique*

Sometimes the porcupine is used so as not to give out information and to force a continuation of a dialog (building rapport)

Great Telephone technique and not firing the buyer! – Tied into “No, but I can get it” close



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Sometime piggybacked onto a statement from you or them.

Also used to elicit /gather information to allow you to close later. Fact finding – likes, dislikes, preferences, hot buttons.



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- Scooby Doo – Close – utter shock and disbelief
- Follow up - Can you elaborate? - Can I ask why?
- “Hat in hand” – OK, I am totally confused here. Can you please help me out with understanding this?
- Watch for the “Magic Conversation” before using to set up a hard close.

Must be used very sparingly – as they are annoying and most people will consider them antagonistic past a certain point.



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Overview

A “Porcupine” is just answering a questions with another question in in order to obtain additional information, discover an objection, or to keep a dialog going.

Definitely the most useful close of all as it has the most varied applications in real estate sales and is the most efficient at cutting directly to the issue(s)

When done to often or inappropriately can be perceived as antagonistic – requires a very light touch and sometimes - a bit of humor.



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Overview

Practice, practice, practice – but be careful, careful, careful.

Don't use too often on the same person or you will find yourself being absolutely despised.

Next 24 hours – answer every questions with a question! With everyone you meet – but again gets annoying so move around a lot – also excessive use on a spouse may result in divorce or murder in your sleep.



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All about closings:
The types of closes.



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All about closings: The types of Closes

- Alternative of Choice ✓
- Tie Down ✓
- Porcupine ✓
- Questions are the answer – aka “in your opinion”
- Trial Balloon
- Trade –off – aka sharp angle
- Direct Order
- Hat in Hand – aka “level with me”
- Jump-shift – Switching topic
- Assumptive
- Defer and forget – aka “Let me make a note of that”
- Just ask already!
- Ben Franklin
- Last Resort
- “No - but I can get!” The most important close of all



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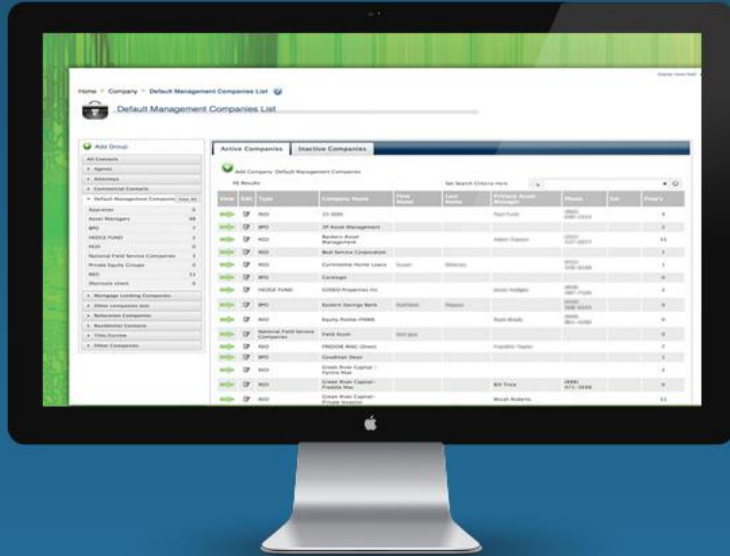


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