

All about closings:  
**Questions are the  
Answers aka,  
“In your opinion...”**



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

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**All about closings: Questions are the answer. aka, “In your opinion...”**

- Used similarly to a **porcupine** to uncover the reason behind an objection.
- Used to keep in control.
- Used to keep the dialog going.
- Used to make the customer feel that you care.
- Piggybacking questions - Used to make the customer feel important .
- Used to let them know they are being heard (follow up and probes).
- Stick to harmless /polite questions or and /or questions related to their real estate needs.



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# All about closings: Questions are the answer. aka, “In your opinion...”

- Used to put them at ease and to get them talking.
- Break down questions – get them to start talking about banal and unimportant things and they will soon start talking about anything else as well.
- Icebreakers first, build rapport, probes later.
- People love to be heard, people need to feel they matter.
- Great for following up and/or setting a second appointment.
- Go back with – **in your opinion** – or can you help me out?
- Or, “Hey you are a good person to ask.”



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**Questions are used to:**

- **Gain information to better serve your client.**
- **Uncover objections.**
- **Establish rapport.**
- **Keep the conversation moving and all entertained.**
- **Start with harmless and banal questions first to establish comfort - before asking anything personal or intrusive.**
- **If asking something personal – tell them something personal about yourself first – con men gain your trust by giving you theirs first - Movie “House of Games” Western Union office scene.**

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Questions are the answer.  
aka, “In your opinion...”**

*Practice, practice, practice.*

**For the next 24 hours ask everyone you meet a non-intrusive questions and establish at least a five minute conversation with them.**

- **Try this especially with strangers.**
- **Learn to ask intrusive questions by volunteering something personal first.**
- **At the gas station in the supermarket at a restaurant, anywhere.**
- **Great confidence building tool for learning to talk to strangers and learning to talk to anyone instantly.**
- **Most important use for questions is making you shut up – 30 – 60 second rule.**

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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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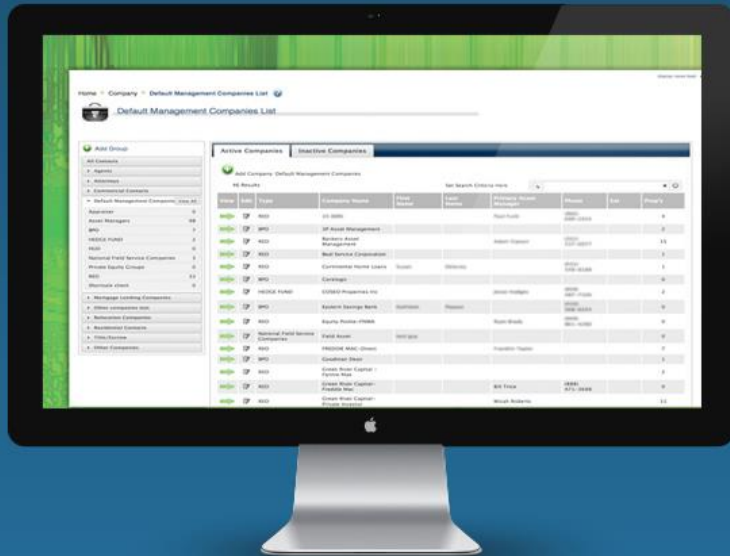


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