

All about closings:

Sharp Angle Trade-off



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

Sponsored by:



**All about
closings:
Sharp Angle
Trade-Off**

Sharp angle closes are great for selling TVs or cars (impulse buys) but usually don't work that well for real estate – and should be used sparingly .



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

Sponsored by:



All about closings: Sharp Angle Trade-Off

- Why don't you just do it already? Sharp angle
- May discover an objection – then trade off, “Because I want this....” – then you say. “If I can get you that, will you do it today?”
- Much more common than you think and many of you already use this close or a variation without thinking about it .
- If you do this now – I will do this for you.
- They ask for something - you attach strings.



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

Sponsored by:



All about closings: Sharp Angle Trade-Off

- They ask for something - you attach strings.
- Listing buy a homes magazine ad.
- Also used in marketing quite often.
- I will move you for free.
- List with me today and I will guarantee you this.
- Also can be used to build your value proposition.

** Important – for Brokers/ Managers – this is your primary recruiting close!*



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

Sponsored by:





All about closings:
The types of closes.



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

Sponsored by:



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



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

Sponsored by:



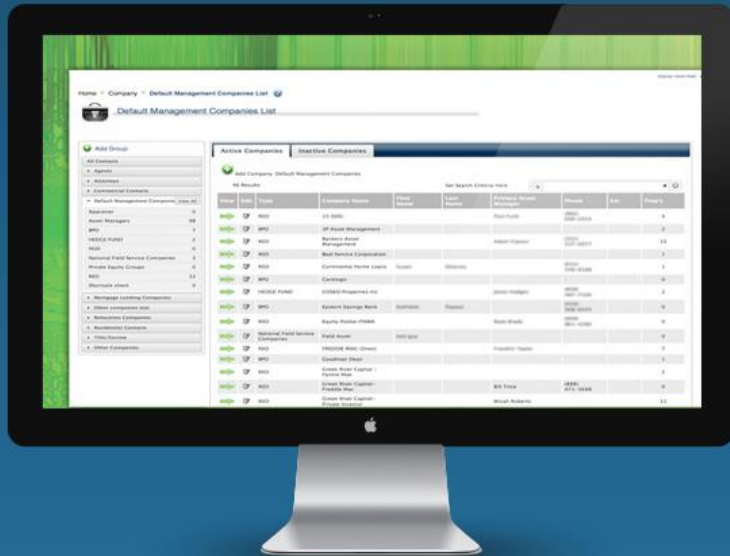


real estate information organizer

A complete system for managing all aspects of your real estate listings and sales.



(855) RIO-2500
RIOGenesis.com



Optimize Your Real Estate Business



Discover RIO Agents / RIO Offices



Experience the possibilities of Genesis Portal

Agents REO Professionals Real Estate Offices Team Leaders Title/Escrow Companies Lender/Mortgage Professionals Asset Managers/Outsourcers Hedge Funds/Serviceers Contractors Buyers Sellers

FreeBrokerSchool.com is made possible through generous support by RIO Genesis Software & Mike Krein