

All about closings:
“No, but I can get it!”
The most important
close of all!



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

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All about closings: No, but I can get it.

- **Should be the first thing taught!**
- **The absolute basic of good telephone (or email) technique.**
- **Typically a buyer call scenario – but can be seller – when they call they want information as soon as you give it to them they have accomplished their goals – their needs have been met and they no longer have any reason to talk to you!**
- **Remember – in every conversation someone gets closed.**

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- **Tie in and cross reference lead incubation**
- **How many bedrooms does it have? – Porcupine – How many bedrooms do you need?**
- **Does it have a pool – Alternative of Choice – we have several homes in that area some with pools and some without – which would you prefer?**



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- **Is that home still available? Tricky.... – No but I have six others in that area that are very similar and I think I even have 2 of the exact same model. Or – let me check for you as I have several similar homes in that area. Then no but I have.**
- **Hot list (or off-show list) on every listing boosted sales tremendously – was paper but now electronic. But stopped agents from firing the buyers right on the phone.**



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- **Sign calls – Usually buyers asking price (Watch for sellers hiding here too.)**
- **I am calling about How much are they asking? No longer as common - most people just google the address and find the price themselves. But also the trickiest to handle – Sign calls are the best buyers – we have several videos about signs calls, why they are so important and how to deal with them.**

But be careful with your answer here – just telling them the price gives them their answer but gives you nothing.



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- **We have several homes in that neighborhood - Let me call up the file for you so I can get you the current price. While I am getting you the information you requested – if you can tell me the price range you are looking in I can also get you information on the other homes in that area in your price range for you.**



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- **Sellers – what are homes going for in my (or this) area? (watch on sign calls) May be a nosy neighbor thinking of selling. Careful on these you don't want to give out any actual information - but you can't look stupid either.**
- **“Homes in that area can range greatly in price depending on size, age, condition, improvements, and financial terms offered – Can you be a little more specific or describe your home for me?”**



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Mini Tie-downs
– obtaining
“buy-in”**

- **Okay?**
- **Alright?**
- **You understand?**
- **Still with me?**

I don't actually use these when normality speaking – only when teaching (or closing) but from using these so often in teaching live classes - it has become an unbreakable habit and you will here them constantly in my videos as they are now ingrained in my teaching style.



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- **Important psychologically and to gauge and audience (or with real estate a prospect) whether they are with you – and whether they are paying attention.**
- **Also, you can see if they are interested - or they are bored with the topic and you are losing them?**
- **If so, it's time for a jump-shift in either style or topic.**



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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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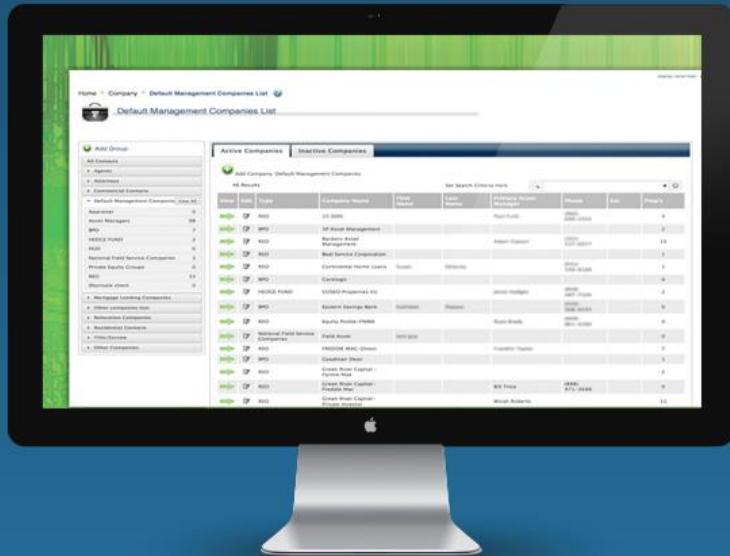


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