

# Mastering Inside Sales

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Session 1: ISA Defined

## Your Coach(es)

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Please reach out if you have questions regarding the content of the course. If you have administrative questions about your client portal, billing or access, please reach out to [fasttrack@kw.com](mailto:fasttrack@kw.com) or (512) 439-8684.

### Guidelines:

1. Join MAPS on Facebook to stay up to date on all MAPS events and programs:  
[mapscoaching.com](http://mapscoaching.com)
2. Only paid participants may listen and contribute.
3. To ask a question you may type your questions into the “Questions” Box.
4. If you would like to speak on the call, click on the hand icon located on your dashboard and the coach will call on you when possible.
5. Complete all assignments prior to call.
6. Be PREPARED!

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- evaluation of a Market Center's financial results;
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## Objectives

1. Overview of Program
2. Inside Sales Agent Defined
3. Foundational Order of a Conversation
4. Types of Questions

### I. Inside Sales Agent Defined:

1. \_\_\_\_\_ Sales Agent – \_\_\_\_\_ leads coming into the team.
2. \_\_\_\_\_ Sales Agent – making \_\_\_\_\_ to people that have not reached out.
3. \_\_\_\_\_ typically refers to \_\_\_\_\_, which is how we will be using it in this program.

**Ultimate Goal:** Increase appointments \_\_\_\_\_, which increases \_\_\_\_\_ and \_\_\_\_\_!

### What's the Benefit?

- Increased \_\_\_\_\_
- Ease of \_\_\_\_\_
- Increased \_\_\_\_\_

### Notes

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### III. Types of Questions (Open & Closed)

#### 1. Open: \_\_\_\_\_

- a. Beginning: \_\_\_\_\_
- b. Digging: uses \_\_\_\_\_ to dig deeper and understand

#### 2. Closed (Short 1-Word Answers)

- a. Used to check for \_\_\_\_\_
- b. Used to gain \_\_\_\_\_

#### Open-Beginning Questions

1. Moving is a lot of hard work, what put that on your radar?
2. Many things could be done for today, what has you looking at homes?
3. What prompted you to consider moving?
4. What else?

#### Open-Digging Questions

1. How will \_\_\_\_\_ impact you?
2. What will \_\_\_\_\_ mean for you/your family?
3. Describe for me what about \_\_\_\_\_ is important to you?
4. What happens if you don't \_\_\_\_\_?
5. Tell me more about \_\_\_\_\_.

#### Closed Questions

1. I'm hearing you say... \_\_\_\_\_?
2. Don't you agree?
3. \_\_\_\_\_ make sense?
4. Shouldn't we?
5. Are you ready to \_\_\_\_\_ forward?

6. Will you sign with me \_\_\_\_\_?

7. If we could... \_\_\_\_\_?

*Most important thing to remember... find their motivation! DIG \_\_\_\_\_ DEEP (at least)*

## Preparation for Next Week

### 1 MY AHA'S

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### 2 ASSIGNMENTS

1. Confirm how your team defines “Inside Sales” to make sure all speaking the same language.
2. Create a document for your workspace with your top five open-beginning and open-digging questions to use during a live call.
3. Choose a conversation partner and work on open and digging questions specifically.