

Mastering Inside Sales

Session 6: How to Converse,
Combine and Roleplay

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 or (512) 439-8684.

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1. Join MAPS on Facebook to stay up to date on all MAPS events and programs:
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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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Objectives

1. Conversation practice strategies.
2. Combination of timeline, opener, stalls, digging for motivation.
3. Roleplay

I. Conversation Practice Strategies

1. _____
2. Start _____
3. _____
4. Ideal client at first
5. Types of Learning:
 - a. _____
 - b. _____
 - c. _____
 - d. _____

II. Review

1. Timeline of a Conversation:
 - a. _____ Minutes | Great! Let's see what we need to do
_____!
 - b. (Pre-Qualify)
 - c. _____
 - d. Deadline

2. Opener

- a. Your _____
- b. _____ name (if unknown, "I'm hoping you can help me, I'm looking for...")
- c. _____ for taking call (quickly!)
- d. Reference _____
- e. _____ question about motivation

3. If given a stall:

- a. _____ it
- b. _____ about it (when is _____, what info. etc.)
- c. Open-ended questions about _____ (if they keep talking, _____!)

4. Digging for motivation:

- a. Choose an open-beginning question to start the conversation:
 - i. Moving is a lot of hard work, what put that on the radar?
 - ii. What's motivating you to move?
- b. Dig **at least** three deep (using THEIR words!)
 - i. Moving What about _____ is important to you?
 - ii. Describe how _____ will impact you?
 - iii. Tell me more about _____.
 - iv. What difference in your life will _____ make for you?
 - v. Paint the picture for me of what happens when _____.

- c. Closed to check for understanding
 - i. What I'm hearing you say is _____, is that right? Great!
 - ii. Is there anything else motivating you to move? (If so, dig three deep again). If they say "that's everything!", go on to next step.
- d. Ok great! Let's see what we need to do to make that happen!

Roleplay Notes

Preparation for Next Week

1 MY AHA'S

2 ASSIGNMENTS

1. Practice the combination of opener, stalls, and digging for motivation.
2. Find a quality script partner and CONSISTENTLY commit!
3. Document your most commonly received objections.