Mastering Inside Sales

Session 7: How to Prequalify

kw MAPS COACHING | FAST TRACK

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.

Guidelines:

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

Notices:

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• calculation of agent compensation;

• evaluation of a Market Center's financial results;

• agent productivity strategies; and

• estimates of return on investment.

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Telemarketing

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Objectives

1. Basic order of a conversation
2. Prequalification Mindset
3. Prequalification Essentials

I. Basic Order of a Conversation

1. Dig for ________________: "…Great! Let's see what we need to do to _____________________________________."
2. Prequalify
3. "Your _____________________ is…"
4. Assign a ________________

II. PART TWO: Prequalify!

1. Why does this matter?
   a. ___________________________
   b. ___________________________
   c. ___________________________
   d. ___________________________
2. Objection – use the _______________________ analogy
3. Know your ___________________
4. What are the essentials you must know?

III. Prequalify: Deepening Your Understanding

1. ____________________ agent to call you as if _____________________ and
   ____.
2. Then, agent does __________________ with you, again as the __________________.
3. This will help you understand ____.
4. Mindset: I am like a __________________________________ - the more information I provide, the _____________________________ of a ________________________.
5. Buyer info sheet
6. Seller info sheet
7. Know your ___________________ - what is ___________________?
   ***Decide as a TEAM ____________________________________
8. General rule: Set _________________ 3 __________________________
9. General rule: Set _________________ 6 __________________________

IV. Customer vs. Client

1. Customer:
   a. ___________________________
   b. Use of __________________________
2. Client:

a. Internal ___________________, very ______________

b. Access to ____________________________________

c. ______________________ advice

***Check with local broker on state allowances for unlicensed assistants. See also this NAR Link: https://www.nar.realtor/being-a-realtor/personal-assistants/state-statutes-and-regulations-for-unlicensed-assistants*

Preparation for Next Week

1 MY AHA'S

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2 ASSIGNMENTS

1. Review Buyer and Seller Sheets with your Leader to confirm use for your team BEFORE implementing them.
2. If unlicensed, review with local broker on what you are permitted to use from class.
3. Practice!