

Mastering Inside Sales

Session 8: Objections & Feature/
Benefit Statements

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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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. How to uncover the true objection
2. How to address the uncovered objection
3. How to collect “win stories” to use with objections

I. Uncovering Objections

1. _____: So glad you brought that up. So, what you're saying is...is that right?
2. _____ (Digging) x 2+:
 - a. What about (their word) is important to you?
 - b. What makes you think/believe (_____)?
3. _____: So, what you're saying is...is that right?
4. _____: If I can show you a way that we can (solve it) would you be open to talking about it?
 - Yes → go into a feature/benefit statement
 - No → What else is holding you back?

II. Feature/Benefit Statements

1. _____ + what that means for you is + personalized benefit
2. _____ + the way that will help you is + personalized benefit
3. _____ + this will impact you by + personalized benefit

III. Overcoming Objections

Most objections are either lack of _____ or lack of _____

Collect win stories:

1. Recently won _____
2. Listed a _____ that sold!
3. _____ by doing consult
4. Protect _____ - never share name, specific details

Stats to know:

1. _____ versus area average
2. _____ versus area average
3. Average _____
4. Average _____ request

Example: Overcoming: Why Don't Homes Sell?"

1. _____
2. _____
3. _____
4. _____

***Check with the local broker on state allowances. Also see the NAR link below:*

<https://www.nar.realtor/being-a-realtor/personal-assistants/state-statutes-and-regulations-for-unlicensed-assistants>

Preparation for Next Week

1 MY AHA'S

2 ASSIGNMENTS

1. Practice uncovering the true objection.
2. Create a list of common objections.
3. Gather facts and stories from team that deal with those objections.