



Be your **OWN** estate agent

Secrets of Selling!

Top 3 Secrets of Selling

Secret number 1

People do not buy products...they buy solutions to a problem!

Every purchase that you have ever made is likely to solve a problem. Most will have been minor difficulties, for example, there was an impending birthday and you needed to acknowledge it – so you went out and bought a birthday card because it was the easiest way of resolving the matter.

Other purchases may have been more dramatic. A new car may have solved several problems – not only did it get you to and from work every day but it also raised your status amongst friends and colleagues.

Even impulse buying is a problem-solving pastime, which is why Supermarkets up and down the country have last minute opportunistic buying displays near the cashiers till. The array of goods presented are there to help prevent you from getting bored whilst waiting to be served on busy days. The chocolate treats, magazines and special offers distract you for a few minutes – just long enough for you to reach the front of the que.

Although these minor acquisitions pale into insignificance when compared with buying a new home, the principles involved are identical. Your prospective purchaser has a problem – they are relocating for a reason – your objective is to expose the problem and resolve it with the product that you have.

Secret number 2

People cannot shake hands or sign a contract with a clenched fist!

You must try to convince the enquirer that you are an honest, trustworthy and friendly seller. If telephone enquirers are presented with someone brusque or arrogant they will feel threatened and become defensive. Even worse, they are likely to end the conversation abruptly and without booking an appointment to view.

You should metaphorically extend a welcoming hand in the tone of your voice. It may sound absurd but smiling as you talk will project pleasant inflections in your voice that the caller will find both attractive and appealing.

Emotively create a friendship between you and the caller and providing the property satisfies their needs you will be increasing the chance of successfully selling it to them.

Secret number 3

If the product doesn't fit the buyers needs then you need to try and make it fit!

By listening to what the purchaser is looking for you should be able to assess which qualities of your property will satisfy the most. If there are elements missing then examine the structure closely to see whether minor alterations can be made by the buyer to create a perfect home.

The typical scenario is where a potential purchaser suggests that it would be ideal if only there was another bedroom. If they can be convinced that another bedroom could be established easily and cheaply by installing a dividing wall in the largest bedroom then a sale could still be achieved.