



#1 COACH
IN REAL ESTATE TRAINING
Swirepoise®
POWER 200

DEBBIE HOLLOWAY NEUROLINGUISTIC PROGRAM

Tired of clients and customers who drop you? Want to hear “yes” more than you hear “no”? Learn to eliminate your client’s stress and help them make a great decision!

Name



**BERKSHIRE
HATHAWAY**
HomeServices
Georgia Properties

R E A L E S T A T E R E D E F I N E D

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BERKSHIRE HATHAWAY NLP PROGRAM

HOW DO WE BUILD RAPPORT:

OUTCOME OF THIS PROGRAM:

To understand _____

To master selling _____

To be accountable to mastering the art of NLP

OBJECTIVES FOR THIS PROGRAM:

1. To learn _____ Techniques that will reduce stress and create happy clients.
2. _____ everyone's rate of speech
3. Concentrate on a _____ at the end of your sentences.

BELIEFS AND BEHAVIORS

EMBEDDED COMMANDS

3 ELEMENTS OF AN EMBEDDED COMMAND

EXAMPLES OF EMBEDDED COMMANDS

Feel Good
Buy now
Do what I say
Like me
Feel comfortable
Buy this house
Work with me
Decide tonight
Do as I say
Listen to me
Feel confident
Follow my advice
Sell now

Say yes
Get excited
Trust me
Sign the contract
Sell this house
Extend the listing
Commit to me
Act now
Take action
Choose me
Feel compeled
Reduce the price
Get moving now

Send me referrals
Believe me
Do it
Set an appointment
Agree with me
Come to the office
List now
Hire me
Sign now
Be honest
Make a decision
Price it right
Get started

TIE DOWNS

Tie-Downs are _____

The more you get _____ during your sales presentation
_____ it will be to get the _____ at the end!

TIE DOWN EXAMPLES

Isn't that what you want?
Doesn't that work for you?
Don't you think?
Isn't that right?
Don't you agree?
Aren't they?
Didn't you?
Can't you?
Hasn't it?
Shouldn't you?
Shouldn't we?
Wouldn't it?

Won't that be great?
Okay?
Right?
Isn't that true?
Isn't that?
Aren't we?
Haven't you?
Didn't it?
Wasn't it?
Shouldn't it?
Wouldn't you?

SAMPLE SENTENCES:

Do you have to...sell this home...first to close on the new one?

Many clients, just like you... choose me... when they want to get top dollar, doesn't that make sense?

Matt, I can tell that you want to... set an appointment with me ... just based on how anxious you are to get top dollar, right?

Naturally, when you ... list with me... you know you will get the best service as our reviews on Zillow are all 5, and that's what you want, isn't it

Thank you for meeting with me tonight and I want make sure that you... feel comfortable and ... feel confident ... that I can sell your home so, let's get started.

Do you believe that I am ... the right agent... to get your home sold?

Of course you'll ... feel good... when you are in that beautiful new home, right?

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

SINGLE BINDS

Single binds are _____

Single bind works best when _____

_____ is valid.

If the _____

then the _____ is valid.

- a. The more you X, the more you Y
- b. The more you X, the less you Y
- c. The less you X, the more you Y
- d. The less you X, the less you Y

You can also replace the words “more” and “less” with adverbs like –

Longer	Shorter	Happier	Sadder	Better	Worse
Harder	Easier	Quicker	Faster	Slower	Harder

SAMPLE SINGLE BIND SENTENCES

The more you look at the CMA, the more you can see that \$299,000, is the price that will get us the buyer.

The more you think about this house, the more you know it's right for you.

The less you get involved with the process, the easier it is for me to get you your price.

The more you talk to me, the less resistance you have to inviting me over... it's natural, most of my clients instinctively know that I can get the job done even before they meet me.

Obviously, the more offers you receive the more money I can negotiate for your home... are you starting to see that making your home the best value on the market is the first step to getting the most money?

Wondering

SAMPLE SENTENCES:

“Are you starting to... believe what I say... when I tell you this is the right offer for you?”

“Naturally you’re becoming aware of the fact that you should... get excited... about hiring me to... sell your home... aren’t you?”

Are you starting to...REALIZE...that when you're serious about a house, you want to submit a competitive offer?

The more homes you see... the more you will BECOME AWARE of what you truly want and need in your home, right?

As you KNOW from when you bought your home a few years ago, inspection items were very important to you. You can ACKNOWLEDGE that buyers of your home will feel the same way when buying your home.

From your EXPERIENCE with past real estate relationships, are you REALIZING that choosing an professional like myself to represent you is key to success?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

“HAS THERE EVER BEEN A TIME WHEN”

1. Ask, “Has there ever been a time when“...

(describe something similar and general that anybody could relate to)

2. “This time is just like that time... can I explain?”
3. Explain the similarities
4. Close

SAMPLE SENTENCES:

We’re going to re-list with the same agent.

I can appreciate that you want to list with the same agent. And, let me ask you...has there ever been a time in your life when you wanted to get results. And what you tried didn’t work but, you tried it again anyway... and it still didn’t work.

This time is just like that, you see, agents generally have one approach they use to get homes sold and it doesn’t always work... you know that now... don’t you. The 23 clients who decided to... use me... understand your situation. Doesn’t it make sense to...meet with me... and find out why my listings sell for top dollar.

We want you to cut your commission

Frank, Mary, I hear you and I understand you want to pay less. If I am correct, you really want to... net more... and I know you are tempted by the discounted commission of the other agent, however, can I ask you a question? (YES) Mary, Frank, has there ever been a time when you wanted to make a major purchase, maybe a car and you drove around to all the dealerships and based on their discounted ads and promises, when you got there, you found that what you thought you were getting , with the discount, was not really what you wanted? Has that ever happened to you? (WELL YES). You see, this time is just like that time. The other agent’s offer is tempting, yes, yet all 3 of us ... clearly understand... that cheap is expensive isn’t it. What I know is you can ... clearly see... the other agent may charge you less, even if he finds a buyer. Yet, most likely, you will find what I’ve learned from many discount agents and that is this:

1. They will... list your home... for a high price and then use you to get buyers and bring them to my listings and get paid a full commission or,
2. They will beat you up to sell fast and cheap because they will have a limited marketing budget.

Frank, Mary, let's...do the right thing... and ...work together... so you will have a powerful results oriented agent ... like me... working for you, not some discounteer. Let's face it, you don't want discounted results, you want outstanding results, correct? Let's go ahead and ... move forward ... and get you closer to your grandkids, okay?

I don't care what other homes sell for, I think my home is worth "X".

I think that's great that you believe in the value of your home. Let me ask you this, has there ever been a time when you had a strong believe about something, spent a lot of time believing that it was true... only to find out later, you have been wrong all the along... has that ever happened to you?

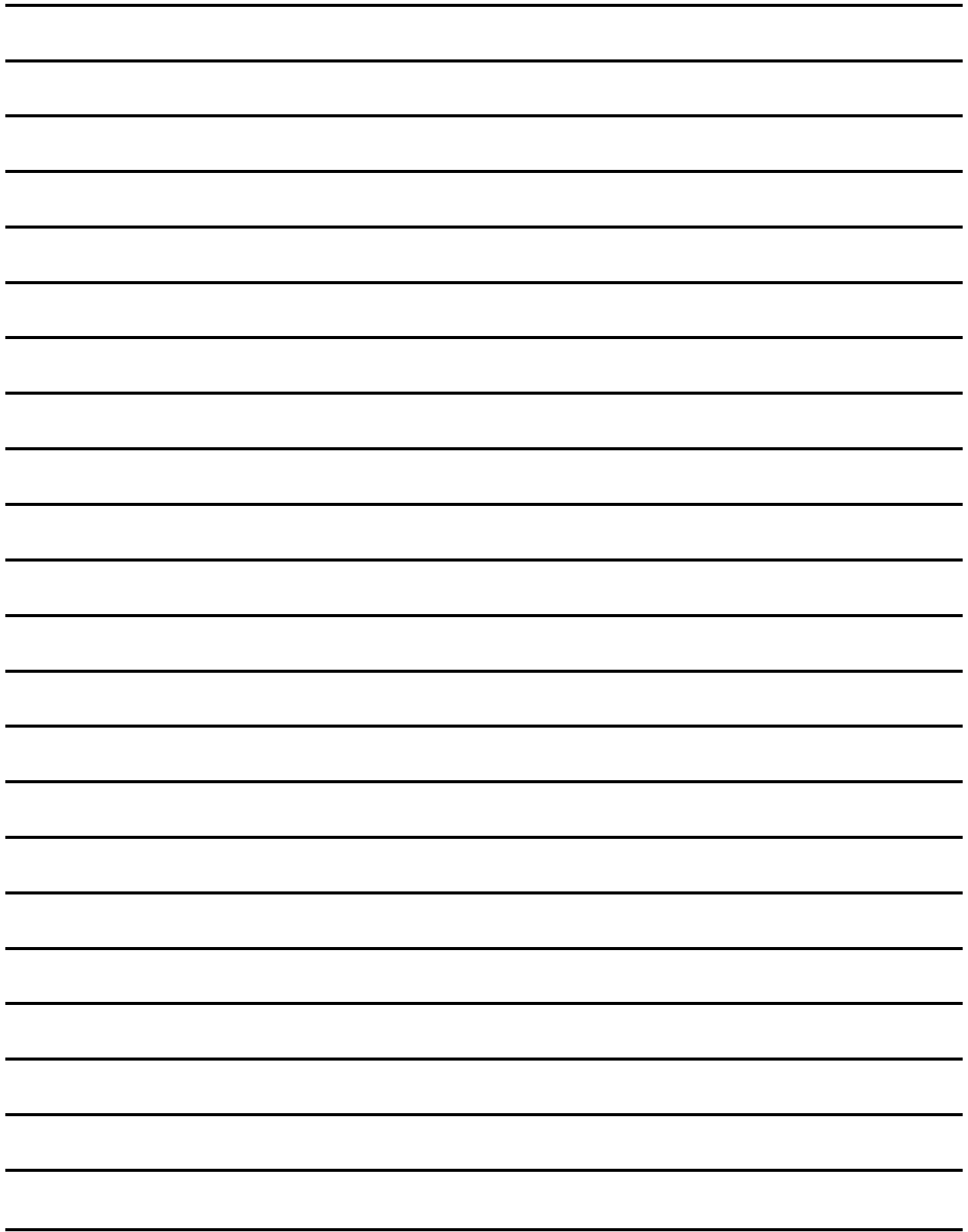
This time is just like that, can I explain?

As a salesman for Apple you're not in the business of studying the Real Estate Market Trends are you? Just as a Real Estate salesperson I'm not in the business of determining what is the best computer solution for someone...doesn't that make sense. So, your belief about the price of your home, though admirable, is not based on the facts, and the more you think about it, the more you can see that you asked me over to your home because instinctively you knew that would be honorable and tell you the truth, that's important to you, right.

Let's price your home at \$299,000 so I can get you what you want in the time you want, won't that be great!

OR

In all of your years at Apple have you ever seen customers make big mistakes based on beliefs they created from hearsay? This time is just like that. Since you don't spend 8-10 hours a day studying the real estate market, like I do, it wouldn't be fair to yourself to make judgements on a lack of information... just like it's not fair for your clients to purchase computer equipment based on their opinion verses the facts, wouldn't you agree.



FUTURE PACING

Future Pacing is a powerful technique that causes people to _____

It's a process where _____

We are going to cause the person to _____

When done correctly, the use of a future pace _____

HOW FUTURE PACING WORKS:

1. _____

2. _____

3. _____

4. _____

WHO ARE WE TALKING TO:

- Husband, wife, significant other
- Parents
- Good Friends
- Themselves trying to change their own minds

SAMPLE SENTENCES:

"I need to talk to my husband first before we set an appointment." I'm so excited that you want to... meet with me...are you excited about getting your home sold?"

"I know you didn't take this decision lightly, so let me ask you, what are some of the reasons you want to... meet with me... about getting your home sold? (take notes)

Excellent! Let me ask you a question and I know this may sound silly, but, when you talk to your husband, what do you think his concerns may be, if any?

Possible responses – "I know an agent we could talk to"

"I think we should try it on our own"

"I'm not ready to go through this again"

Interesting, what will cause you to stay with the decision we've discussed just now, even if they challenge you?

