

professional selling for estate agents

description	A two-day workshop of advanced sales and negotiation techniques. Designed to stimulate fresh thinking and provide practical ideas to be applied immediately in the workplace.
who should attend	<ul style="list-style-type: none">• Everyone involved in the estate agency sales and negotiation process.• Managers wishing to review their methods against proven good practice, to help them to improve the performance and results of their people.
features	<p>Negotiation Skills</p> <ul style="list-style-type: none">• the 10 essential rules• understanding and using aspiration levels• preparing negotiation variables. <p>Obtaining Instructions that will Sell</p> <ul style="list-style-type: none">• handling the telephone enquiry• getting the appointment• overcoming the put-off objections• getting clients to recommend us• qualification of prospective vendors• developing existing contacts• countering undercutting and overvaluing• getting acceptance for the erection of boards• obtaining and keeping the sole agency. <p>Selling Techniques</p> <ul style="list-style-type: none">• a foundation review of basic sales skills• raising desire for our properties• structuring a presentation and controlling the sale• how to encourage clients to accept offers• motivating the vendor and the applicant• obtaining maximum price in a buyer's market• recognising buying signals and getting the decision. <p>Handling and Beating the Competition</p> <ul style="list-style-type: none">• being recognised as being different and better• selling superior service at a higher fee• making vendors compare like with like• using the laws of selling against competition.
format	Tutorial presentation of ideas and concepts with full delegate participation to identify where and how the concepts can best be applied in the workplace to improve business results.
benefits	<ul style="list-style-type: none">• Improved business results through more sales closed.• People increase their confidence in their own sales ability.• People more effective and persuasive communicators.

Selling for estate agents

For more details of our consultancy and training support

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