



Sandler Highlights

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- Human behavior behind selling
 - Trusted advisor
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Selling has nothing to do with you
it has to do with them



Do they see you as a vendor or a
trusted advisor – can they trust you



Vendors think it's about them, trusted
advisors think it's about the client



Vendors:

- Sell things
- Not someone you need to have
- Transactional in focus
- There are a ton of vendors out listing and selling homes

Trusted Advisor – your rallying cry



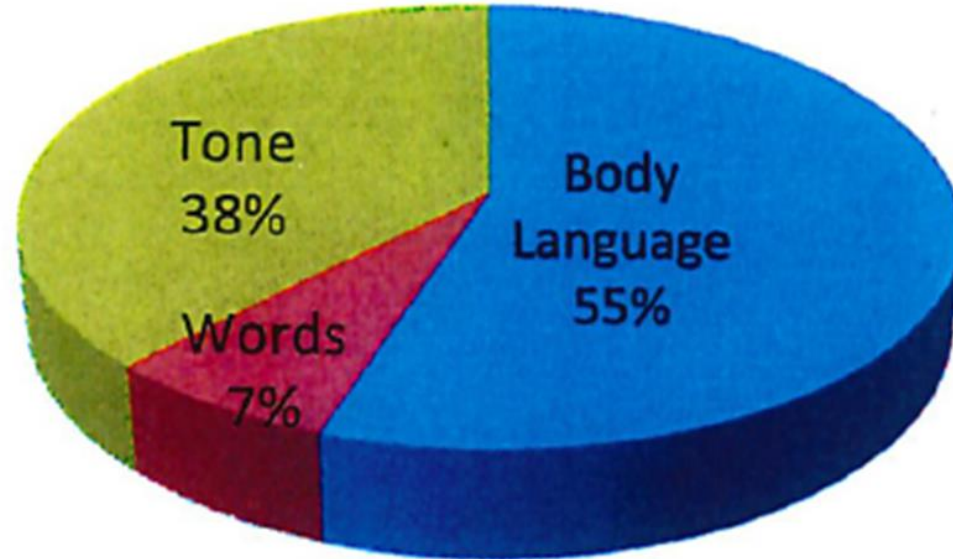
- Trusted advisor brings something larger than the transaction and a client does not want to let them go
 - You think of them 1st for a service or goods
 - Trusted advisors do not think it is about them – they think it is about you and me - they are guiding us towards a decision
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People make a decision in the first 5 to 10 minutes whether they think you're a vendor or they can trust you and it is tough to get someone to change how they initially look at you



When speaking face-to-face there are three ways we communicate with the client – body language 55%, tone of our voice 38% and words 7% (not even listening to you)

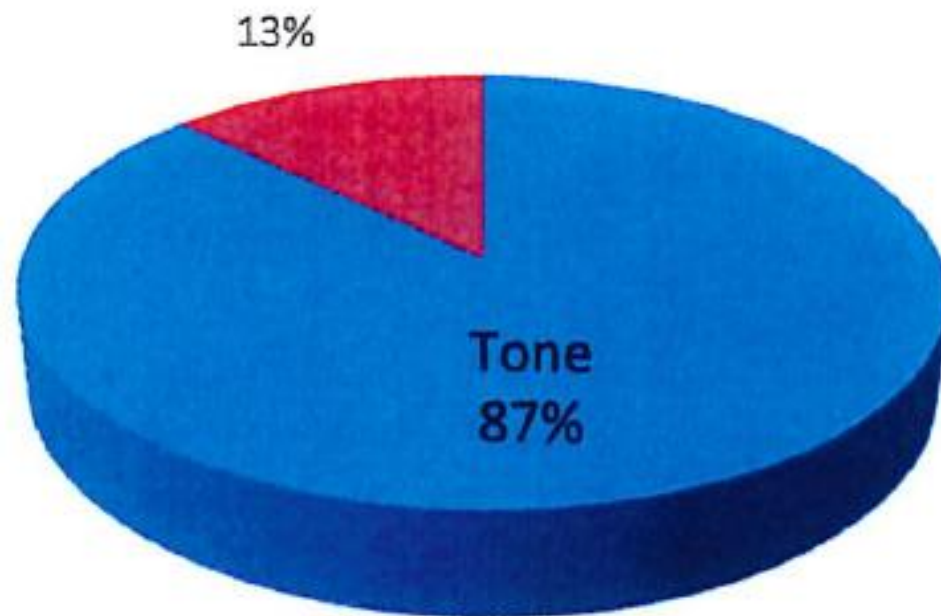




They're looking at our body language and listening to your tone trying to decide if they can trust you, are you going to hurt me or are you just selling something. I am not listening, they are trying to decide if we are out for ourselves, are we a vendor



On the phone 87% of the message comes from the tone of our voice and 13% is based on our words.





We have been making judgements about people since we were kids based on body language and tone.

We do the same thing as adults – you process all of that stuff first and then you determine are you going to listen to that person – you have already made a judgement on me whether I am a Vendor or a Trusted Advisor

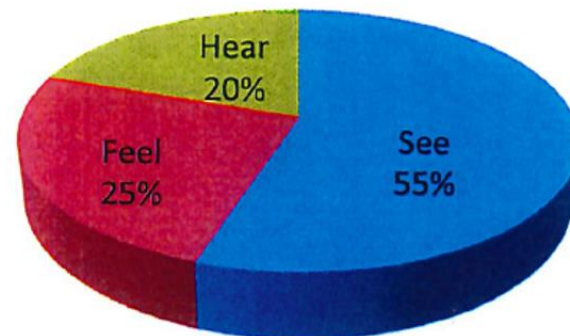
Clients do the same – it is not about the house yet- they are buying you and they are trying to figure out can they trust you



There are three ways we process information: 55% of us are visual – we have to see things to process them – they are painting a picture. Auditories are 20% - they do not want to see pictures – they process words and they want us to communicate that way.

The balance is kinesthetic 25% – how does my gut feel about you. It has to feel right. It has nothing to do with how good you are – it is how they feel about you. You get me, I get you.

**Match your style of communicating
(visual/see, auditory/hear, kinesthetic/feel)
with your listener.**



How We See Ourselves



Four Categories

I'm ok - You're ok

I'm ok- You're not ok

I'm not ok - You're ok

I'm not ok- You're not ok

- OK - I like me, I like my life, tomorrow is going to be better than today - like an optimist would look at it

- 75% I'm not ok – You're ok

And I learn that by time I am 5 years old and I hope you never learn that I'm not ok and I spend most of my life covering that up



*Everyone is fighting for OK-ness.
Reach for the prospect's OK-ness.*



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- I am not selling a home or buying a home from you if you make me more not ok
 - How do you make me not ok -It is not what I said – it is how it landed
 - When you make me more not ok the only thing I can do is get rid of you
 - All of this happens up front – forming an opinion – can I trust you or not – if something does not land right they take a step back
-



10 / 30

*A prospect who is
listening is no
prospect at all.*



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- Try communicating without using the words I, we, or me
 - The only way to be successful is to listen and to ask questions
 - The problem is you know more than the client and you are going to want to talk about: neighborhood, schools, market areas
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- As soon as you start to share info you could make me feel a little less ok without you ever knowing
 - A Trusted Advisor gets me to understand it is a bad decision, they do not tell me it is a bad decision.
They help me to reach that decision, on my own – if I reach it on my own I am your client
-

Four kinds of people we are going to run into



DISC

14% 32% 27% 27%

Of the Population

D – Dominant - 14% of the population



- a) My agenda is more important than your agenda
 - b) I am not going to be told what to do
 - c) They do not let you finish your thought because they are thinking about their agenda
 - d) They dominate the conversation
 - e) Their biggest fear is losing control
 - f) They have to win – not by much
 - g) You have to stand up to a dominant
-



How to identify D-Style

- Decisive, tough, impatient
- Strong-willed, competitive
- Demanding, independent
- Direct, does not listen

Do:

- Give immediate feedback
- Concentrate on subject
- Maintain result-orientation

Do Not:

- Frustrate his/her desire to take action
- Restrict his/her power
- Spend time on non-essentials

I – All About You – Influential – 32%



- a) My biggest fear is you will not like me
- b) They talk about business after I know if you like me
- c) They want to talk about the weekend – then houses
- d) They do not want to give you bad news that they are not going to work with you because they want you to like them



How to identify I-Style

- Sociable, talkative, open
- Enthusiastic, energetic
- Persuasive, spontaneous, impulsive
- Emotional, talks more than listens

Do:

- Show enthusiasm, smile, chat
- Focus on the positive, make it fun
- Let him/her talk

Do Not:

- Put down his/her enthusiasm
- Focus on the details
- React negatively; remain positive

S – Stable – 27%



- a) They hate change – I know I need to move but what if I do not like the new house
- b) They know they need you but they can not pull the trigger



How to identify S-Style

- Calm, steady, laid-back
- Caring, patient, amiable
- Listens carefully, sincere
- Modest, indecisive, trustworthy

Do:

- Slow down, take your time
- Provide assurances and support
- Give enough time to decide

Do Not:

- Be restless, pressure for action
- Make sudden changes
- Fail to deliver on the promises

C – Concise – 27%



- a) I have to be right
- b) Financial planners, engineers, etc.
- c) Check your data, info
- d) They do the same thing in their personal lives
- e) They make a decision but it could take larger



How to identify C-Style

- Precise, exact, analytical
- Logical, systematic
- Quiet, does not express emotions
- Careful, formal, disciplined

Do:

- Give detailed information
- Answer questions patiently
- Give time to think and decide

Do Not:

- Keep information to yourself
- Pressure for immediate decisions
- Be too chatty

Two Reasons People Buy



- a) Pleasure of having it
- b) Pain of not having it

- Pain is 4x the motivator than pleasure. If I buy something – I buy because of the pain if I did not have it
 - It is not that it's not pleasurable – what motivates me is the pain if I do not have it
 - Losing something you had is more motivational than gaining something you did not already have
 - Most times if it is not connected to pain someone is not buying
-

Intellectual Pain (IP) and Emotional Pain (EP)



- IP is logical
- EP is not logical

Holiday Dinners at my Brother's House

EP – I need to create memories for my family

IP – I need to move

People buy from EP not IP – We have to figure out the EP



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- How do you want to feel
 - It is not about furniture, paint, etc.
 - If you spend time on feeling they are buying
 - Selling is about making them feel right, you will talk about the house later
 - If it is not important to them do not emphasize it – it does not solve pain
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Train Station Example



- If I am not close I will be home even later than 7pm

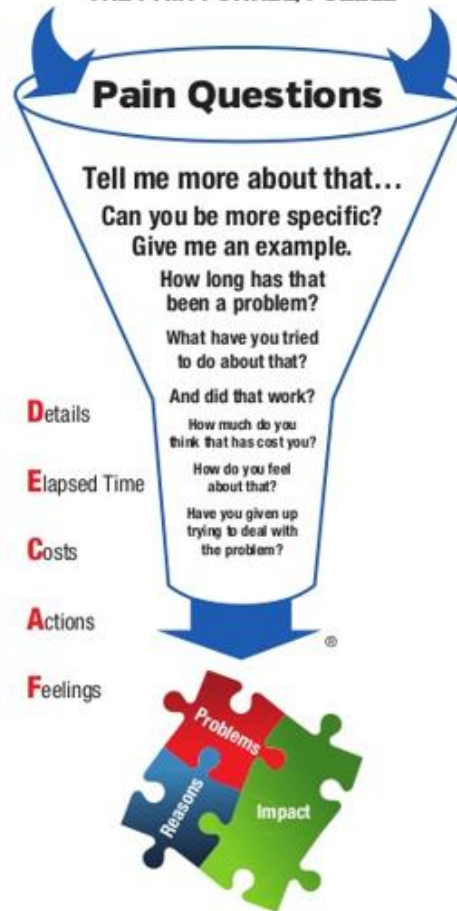
“Oh that would be terrible” - pain

- The closer someone is to pain the more likely they are buying
 - It is their job to listen and figure out their pain and you may have to float features to learn their pain
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DASHBOARD FOR The Pain Step



THE PAIN FUNNEL/PUZZLE



IDENTIFY 3 - 5 PAINS



LISTEN FOR PAIN WORDS

- > Mad
- > Frustrated
- > Worried
- > Upset
- > Excited
- > Tired
- > Anxious
- > Concerned

FOUR BUYING MOTIVES



SUMMARIZE AND VALIDATE

Review
Identify the Costs
Validate Understanding
Verbal Confirmation



**SANDLER®
RULES**

- ✓ No PAIN, no sale!
- ✓ The problem the prospect brings you is never the real problem.
- ✓ People buy emotionally; they make decisions intellectually.
- ✓ A prospect that is listening is no prospect at all.
- ✓ People buy for their reasons, not yours. Sometimes they buy in spite of your reasons.
- ✓ No salesperson ever listened themselves out of a sale.

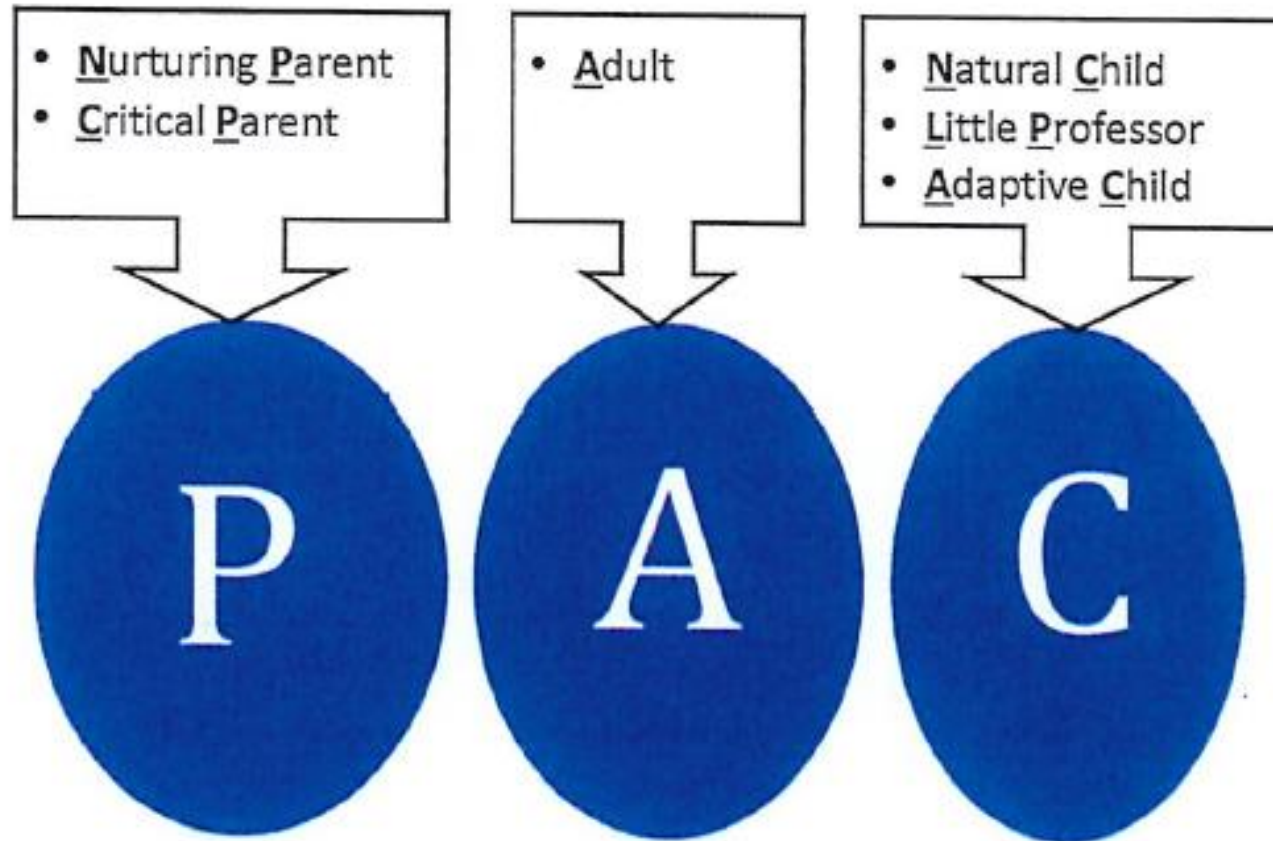
Pain Words



Words to use when talking to a prospect to uncover their emotional pain.

Aggravated	Fed up	Outraged
Aggrieved	Freaked out	Overwhelmed
Alarmed	Flustered	Powerless
Angry	Frantic	Pressured
Annoyed	Frightened	Put out
Anxious	Frosted	Put upon
Baffled	Frozen	Roiled
Betrayed	Frustrated	Sad
Bewildered	Furious	Scared
Boiling	Guilty	Shocked
Burdened	Helpless	Spiteful
Burned	Horried	Stunned
Confused	Hot	Terrible
Crushed	Hurt	Terrified
Despairing	Indecisive	Thwarted
Desperate	Ineffective	Tired
Destroyed	Inept	Trapped
Disgusted	Intimidated	Troubled
Distraught	Irritated	Unable
Distressed	Isolated	Unclear
Disturbed	Lost	Unhappy
Duped	Miserable	Unsure
Enraged	Mixed up	Vulnerable
Exasperated	Muddled	Weak
Fearful	Nervous	Worried

We are born with (3) sets of tapes in our head



Warmth & Caring of Nurturing Parent + Cool Logic of Addult = \$\$\$



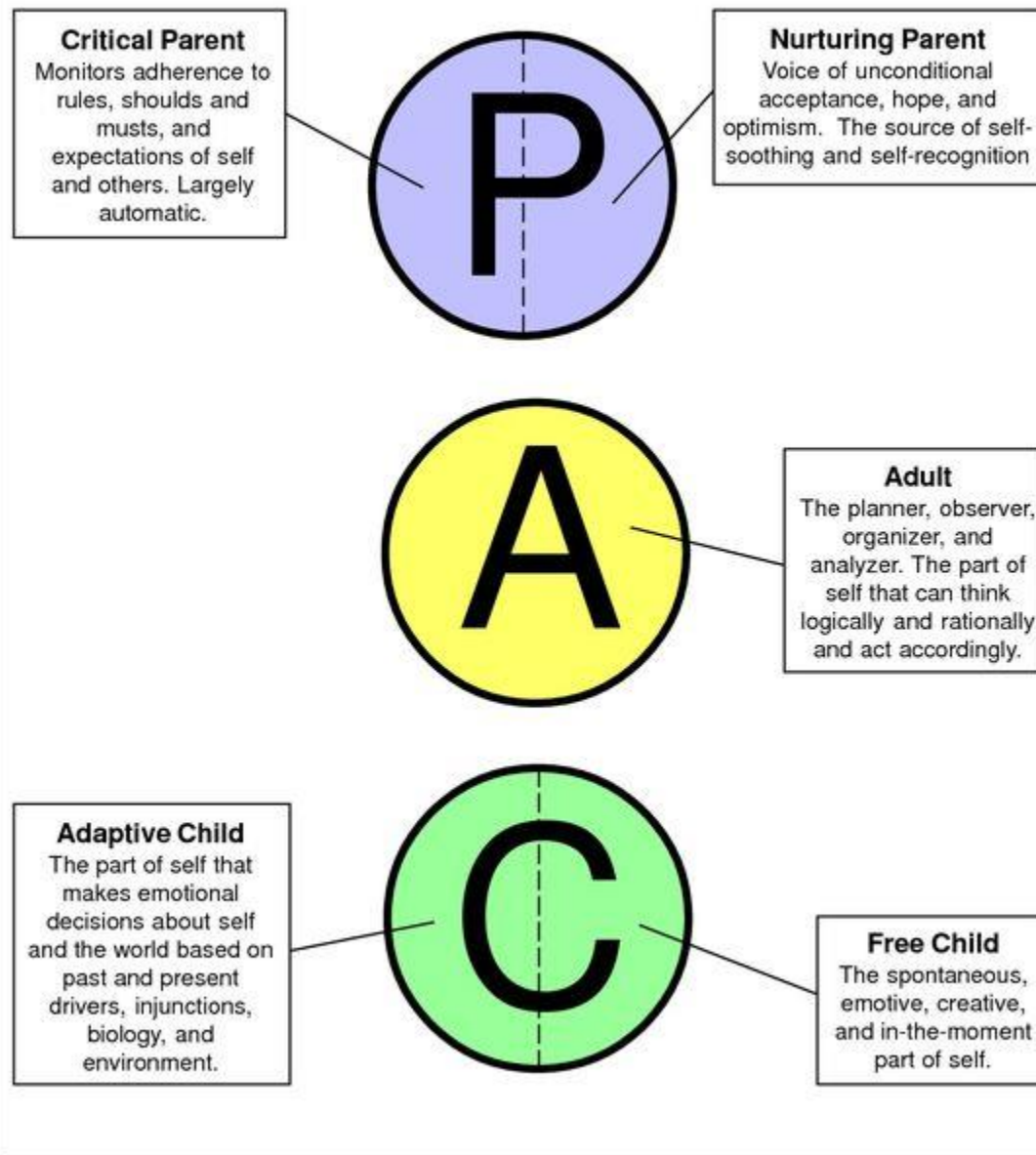
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- 70% of our ability to deal with another human being is from our nurturing parent tape
 - 0% of our ability to deal with another human being is from our critical parent tape

It depends on the household you grew up in

The tape gets full by the time we are 5 years old and we do not forget it



The Transactional Analysis Parent-Adult-Child Model





A. Parental

1. **Critical Parent:** Johnny make sure you hold my hand crossing the street, make sure you never cross the street by yourself
2. **Nurturing Parent:** Johnny there is a lot of traffic on the street – I do not want you to get hit – make sure you hold my hand when you cross the street

We do not forget as adults what we learned as kids – we do not want to be told what to do

We do not mind you suggesting, guiding, or coaching – we do not want to be told what to do

Child Tape



- a) **Natural** – Wants fun now and will deal with consequence later
- b) **Adaptive** – Adapt to directions
- c) **Little Professor** – Kid in the middle, they observe Mom, Dad, and others – excellent at reading body language and observing

Natural Child



- I think I want to move – lets look at a lot of houses, I may not have the budget, I just want to look

Shuts off at 5 years old but it is how we get our emotional needs and wants met

Adaptive Child

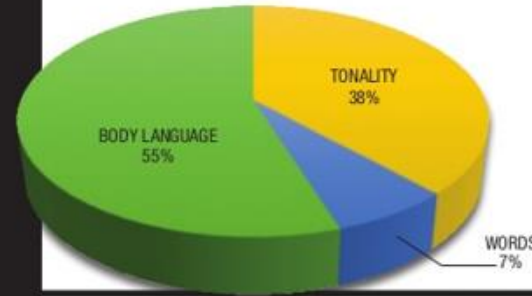


- Starts at 5 years old and plays forever
- It is our logical tape – no emotion whatsoever

DASHBOARD FOR THE Bonding & Rapport Step



ELEMENTS OF COMMUNICATION



PRIMARY SENSORY DOMINANCE



BEHAVIORAL STYLES - DISC

COMPLIANT	DOMINANT
STEADY RELATOR	INFLUENCER

OK/NOT-OK

- > Eliminate buzzwords
- > Struggle on purpose
- > Prospect rescues you



TRANSACTIONAL ANALYSIS

P	[Parent Ego State] 70% Critical vs. Nurturing
A	[Adult Ego State] 30% Logical/Non-Emotional
C	[Child Ego State] 0% Emotional/Approval

MIRRORING AND MATCHING

- > Tempo, pitch, inflection, volume
- > Parroting words, pet phrases
- > Facial expressions, gestures, posture, eye contact, hand shakes

ACTIVE LISTENING TECHNIQUES

- > Restate the message
- > Paraphrase

**SANDLER®
RULES**

- ✓ Listen 70%, Talk 30%.
- ✓ Selling is a Broadway play performed by a psychiatrist.
- ✓ Nurture, Nurture, Nurture!
- ✓ 70% of your selling comes from your Nurturing Parent, 30% from your Adult.
- ✓ 0% of your selling comes from your Child.
- ✓ All things being equal, people do business with people they trust.
- ✓ All things not being equal, people still do business with people they trust.

Concluding Thoughts



**You don't have to be great to start,
but you have to start to be great.**

~

Joe Sabah

SUCCESS IS A JOURNEY,
NOT A DESTINATION

