



Away from the pain, or toward the gain?

Scientific research has revealed that 90% of all people are not interested in learning new things; if given the option between reading on a topic they find interesting and watching television they find uninteresting, they will choose the t.v. Scary. But this is the bottom 90% of your competition as well. I will get to the point; all real estate professionals (the top 10%) have invested some time and money into learning to be better at selling homes; the problem is they don't always get the best advice. While most reputable systems teach the importance of bonding, building rapport, and discovering needs, they skip over the question of why and how people buy. If you have a fixed presentation that you use on all clients, you are playing a numbers game; you are seeking a fit for your plan, rather than making a plan to fit the client.

What if there was a way to sit back and let the client close themselves rather than the agent pushing it? There is, but first we need to talk about psychology. The following are absolute scientific facts; the sun rises in the east, sets in the west, and people buy based on emotion and make decisions intellectually. All people are different, but usually fall into two categories- those that are motivated by pain, and those that are motivated by gain. Most sales training consist of selling on features and benefits. This is hard work, and not always successful because your competition may have better features and benefits. While harder to learn, becoming adept at selling pain or gain is much more successful.

People have five different buying motives;

1. Present pain
2. Future pain
3. Present pleasure
4. Future pleasure
5. Interest, arousal, curiosity

How do you tap into these? It depends. People will usually "show their cards" during a conversation. You need to ask questions, shut up, and

LISTEN! Sellers moving away from pain will say things like, “we need to sell before the market crashes, or “this house is way too small.” Buyers will say, “Our old neighborhood isn’t good,” or “we need something bigger.” You can imagine all the variations on these subjects. Your job is not to be creative here; it is to listen, ask questions that ‘drill down” or get to the root of the problem, and then let the client come to their own conclusion. At this point, they will close themselves if the move makes sense; your competitors will still be presenting benefits and features without knowing what the problem is. Here are sample questions to “develop the pain.”

1. Tell me more
2. Can you be more specific?
3. How much has that cost you?
4. How does that make you feel?
5. Why do you suppose that didn’t work?
6. How do you think I can help?

Please understand, I am not talking about scaring people; just the opposite. I am talking about knowing what motivates people, and giving them what they want. After discovering the real need, you also have to have a solution. Like finding the right house or finding a buyer.

OK, so we said that people either moved away from pain or toward the gain right? To help those motivated by gain is very similar; ask questions, drill down, and listen. These folks will say, “We love this neighborhood,” or “two bathrooms would be great.” Ask, ask, ask, and then let them make the decision based on their own words. It’s like GIVING candy to a baby. This is what the baby wants; taking it makes them cry.

Understanding people is crucial in today’s market; go deep, get close, feel their pain, help with the gain, and everyone wins.

To Your Success,

Kyle French/ Founder

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