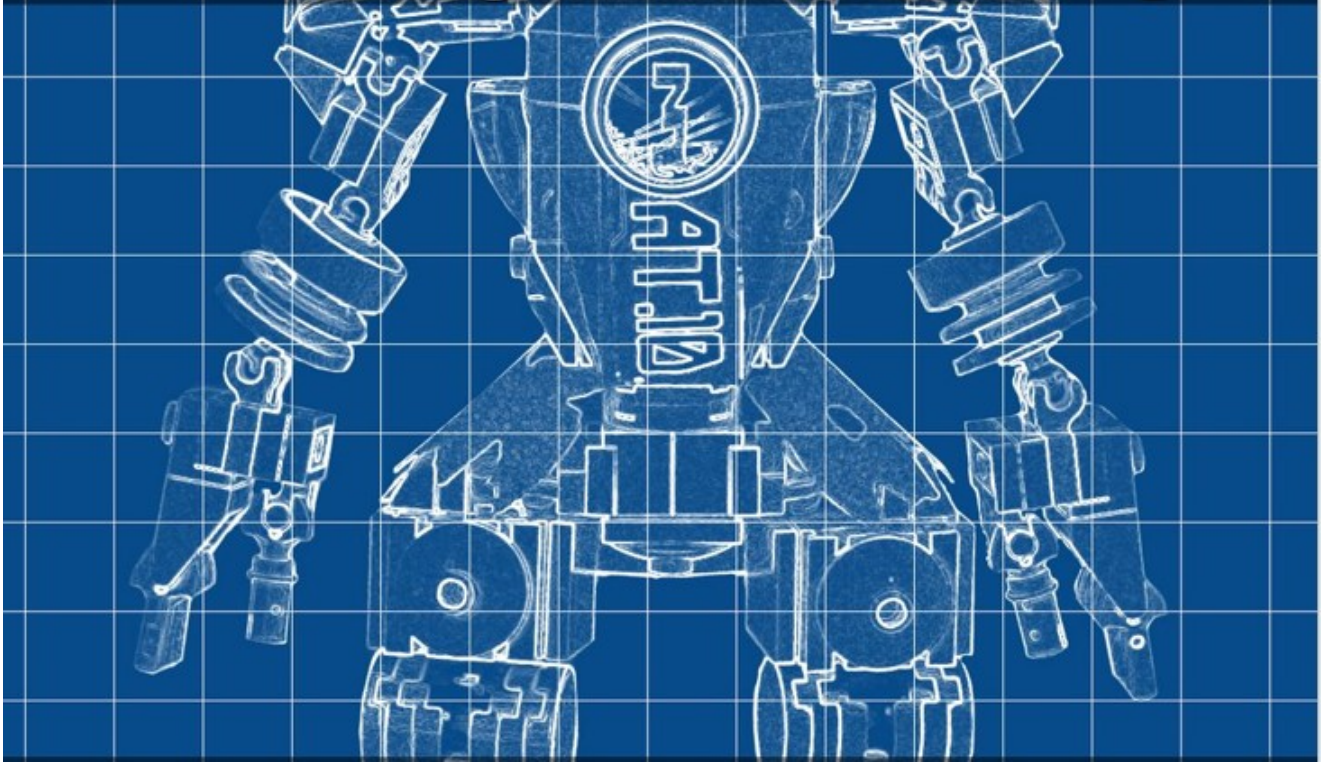


# Building a Better Buyer



## The Keys to a Successful Sale

MICHIGAN REALTORS®

**THE CONVENTION**

Grand Traverse Resort & Spa • Sept 26-28, 2018

Sean Carpenter

## Time to Pump the Well

### The 4-\_\_\_\_ - Club

- H-
- H-
- H-
- H-

### 5 Reasons to Utilize a BCS:

- 
- 
- 
- 
- 

### THE BASIC COMPONENTS INCLUDE...

- The Buyer \_\_\_\_\_
- The Home Buying \_\_\_\_\_ - \_\_\_\_\_
- The Home Buyers \_\_\_\_\_ Packet
- \_\_\_\_\_
- The \_\_\_\_\_ system and your \_\_\_\_\_

### SETTING UP THE APPOINTMENT

**FACT:** You are not going to sell anything over the telephone, so you need to get the customers in for a meeting.

### How do you ask someone to meet you for a Buyer Counseling Session?

- 1.
- 2.
- 3.

*Remember...they must perceive some sort of value for your services that you can provide!*

## WHERE TO HOLD THE BUYER COUNSELING SESSION

### WHY THE OFFICE MAKES MORE SENSE

- 
- 
- 
- 

### NEXT STEPS...

- \_\_\_\_\_ a \_\_\_\_\_
- \_\_\_\_\_ your guests
- Offer \_\_\_\_\_?
- \_\_\_\_\_ Talk \_\_\_\_\_
- Gain \_\_\_\_\_:

*“Let me \_\_\_\_\_ to you what we \_\_\_\_\_.”*

### UTILIZING A BUYER PROFILE SHEET

- Determines \_\_\_\_\_ vs. \_\_\_\_\_
- Helps discover who is \_\_\_\_\_
- Uncovers \_\_\_\_\_ or \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_ legal forms and paperwork which might “scare off” client
- Most importantly, allow you to \_\_\_\_\_ with the clients

## THE HOME BUYING FLOW CHART

## READY TO GET STARTED? THE HOME BUYER COMPLIANCE PACKET

## NARROWING THE FOCUS

# Showing Homes and the Offer Process

Getting Started

Planning Your Route

Setting the Stage

Touring the Homes

What happens when they say “We’ll take it”?

Putting Your Thoughts on Paper

Inspections and other details

# Sean's Recommended Reading List

- ✓ **QBQ!** - John Miller
- ✓ **Tribes** – Seth Godin
- ✓ **Linchpin** – Seth Godin
- ✓ **Poke the Box** – Seth Godin
- ✓ **Trust Agents** – Chris Brogan & Julien Smith
- ✓ **Delivering Happiness** – Tony Hsieh
- ✓ **Setting the Table; *The Transforming Power of Hospitality in Business*** – Danny Meyer
- ✓ **The Fred Factor** – Mark Sanborn
- ✓ **The Difference Maker** –John A. Maxwell
- ✓ **The Good Life Rules** – Bryan Dodge
- ✓ **Predictably Irrational** – Dan Ariely
- ✓ **Contagious; Why Things Catch On** – Jonah Berger
- ✓ **A Whole New Mind** – Daniel Pink
- ✓ **Steal Like an Artist;** – Austin Kleon
- ✓ **Switch; *How to Change Things When Change is Hard*** – Chip & Dan Heath
- ✓ **The Referral Engine** – John Jantsch
- ✓ **The Conversion Code** – Chris Smith
- ✓ **Blink!** - Malcolm Gladwell
- ✓ **First Break All the Rules** – Marcus Buckingham & Curt Coffman
- ✓ **Now, Discover Your Strengths** – Marcus Buckingham & Donald Clifton
- ✓ **Really Important Stuff My Kids Have Taught Me** – Cynthia Copeland Lewis
- ✓ **Crush It!** – Gary Vaynerchuk
- ✓ **Integrity Selling for the 21<sup>st</sup> Century** – Ron Willingham
- ✓ **The Alchemist** – Paulo Coelho
- ✓ **Think & Grow Rich** – Napoleon Hill
- ✓ **The Complete Calvin & Hobbes** – Bill Watterson



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