

Southern Region

Presents

Overcoming Objections



Two Categories of Objections

- Buyer Objections
- Issues:
 - Fear
 - Uncertainty
 - Reluctance
- Seller Objections
- Issues:
 - Fear
 - Uncertainty
 - Reluctance

The Power of Thinking Positive

- Are there really any objections I cannot overcome?
- What are they?
- Have others overcome them?
- What did they say or do to overcome the objection?

Seller Objections

- In order to win each time, we must practice until we know that we can make the shot and the shot counts.

Objections!!!

- Am I presenting myself as an **EXECUTIVE**?
- Is my presentation the best it could be?
- Am I including everything I should include?

Let's Look at Some Objections

- I need to think about it.
- We don't want to list for that long a period with any company.

Seller Objections

- We don't want to pay that high a commission.
- Why should I use you, when Bob Smith at will sell my house for \$10,000 more?

Seller Objections

- I'm going to try to sell it myself and if I can't I'll call you.
- My uncle is a Realtor.

Seller Objections

- Your company did not sell the last house they had listed on this street.
- We paid more than that for our house.

Seller Objections

- I don't have the time to be tied up with a real estate agent.
- My company will buy it.

Seller Objections

- If I list, I'm going to list with Bill, my best friend, who is in the business.
- XYZ Realty will sell it for less commission.

Seller Objections

- The last home I sold I had a bad experience with the real estate agent.
- To buy our new house, we need \$20,000 more than you think it will sell for.

Seller Objections

- But we have to sell it right away, we can't be tied up with a real estate agent.
- Our house is nicer than those houses.

Seller Objections

- People always offer less than asking.
- We can always come down on the price.

Seller Objections

- It is not easy to be a winner each time you enter the race, only repeated perseverance will result in the win!

Buyer Objections

- The house is not on a cul-de-sac.
- I really don't like the floor plan.

Buyer Objections

- The house is too small and there is no room to add on.
- Before we make a decision, I want Mom and Dad to look at it.

Buyer Objections

- This looks like what we want, but we want to look at some more houses.
- This property looks very low, it will probably flood.

Buyer Objections

- This is close to what we are looking for, what else do you have to show us?
- This looks like what we want, but we need to think it over.

Buyer Objections

- This house is too far from the elementary school.
- This house is more than we can afford.

Buyer Objections

- The monthly payments are too high.
- It only has a one car garage.
- We don't want a house with a carport.

Opportunities

- What has been your hardest objection?
- What are some of the ideas you used that did not work.
- Did some ideas work?
- Does anyone have a thought or suggestion that worked for you?

Conclusion

- Was this helpful?
- Did you get an idea or two?
- Do you have any objections you would like to add to the course?
- Thank you!