



SoldBy.

Coaching

**Content Guide for Consumer Focused Training
- Real Estate Short Course -**

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Welcome To Sold By Coaching!

Life is full of systems... scripts... dialogues...
ideals...

...Sounds complicated doesn't it?! That's why
we are here, to bring back **simplicity**.

We all have enough to worry about in Real
Estate- Chasing listings, finding your next
leads, handling buyers, crossing your fingers
that finance gets approved, and that's just for
starters!

Instead of panicking about which script to
use, when the best time to prospect is and
generally trying to find the magic formula, we
strip it all back to simple, practical mentalities
& strategies that focus on **consumer
behaviour**.

Bringing in successful practices from different
industries as well as Real Estate, we bring
a fresh approach that brings a perspective
towards the industry that will make you feel
free to be your best!

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ONE: Start Now, Win Later

Summary.

The importance of **branding** in your farming area is so crucial nowadays.

"But I always post my listings and sales on Facebook..."

Sound familiar? This is not branding, this is **selling**. It is vital that you discover the difference between these 2, because if you don't then all that you will be seen as is a stock-standard agent.

If you focus on branding, your chances of long-term success will increase dramatically, so we'll show you how.

Key Benefits.

Agents	Vendors	Buyers	Brand
<ul style="list-style-type: none">• Build a foundation for a more consistent career growth• Gain greater traction, making prospecting efforts more successful• Accelerate growth	<ul style="list-style-type: none">• More access to more general information• Greater belief in the agent• More connections to the community = more trust• The 'go-to' guy/girl	<ul style="list-style-type: none">• They have a beacon to be guided by• Pillar of information for out-of-area buyers	<ul style="list-style-type: none">• Greater effort initially = longer lasting impression• Creates an organic swell of support• Increased awareness = more opportunities to transact• Greater attraction for potential staff

Objective.

There will be a greater degree of confidence in your brand (both internally & externally) which will improve performance within your team.

It will also have a positive effect on the work environment, giving the team a sense of pride in ownership of the brand that they represent.

Most importantly, the increased connection with your consumers will increase the probability of winning transactions, giving the office an advantage over competitors before they step foot in the door.

TWO: Control The Show

Summary.

Question- who do you focus on when it comes to the listing presentation..?

The truth is that very few of us have a mindset of 'how can I best help the client'. The general train of thought is based around 'what can I do to win the business' which tends to take the attention away from the most important person, the VENDOR.

There is a fine line between confidence & arrogance when presenting your services to a potential vendor. This programme works through a structured way of making the entire process about the client, from first phone call to sign-up of the property.

Key Benefits.

Agents	Vendors	Buyers	Brand
<ul style="list-style-type: none">• Increases the probability of getting listings the right way• Allows for a greater professional connection with the vendor• Assists new/ inexperienced agents in their presentation structure	<ul style="list-style-type: none">• Removes the fear of the unknown (unnecessary anxiety)• Provides a platform to create a plan that works towards the final goal• Gives confidence that they are in safe hands	<ul style="list-style-type: none">• Have to sell in order to buy? Having a clear guide as to how the process works would be invaluable	<ul style="list-style-type: none">• Increased consistency in actions from the team• Greater efficiency- higher conversion % of listing presentations• Improved initial satisfaction from clients

Objective.

The more structure the agent has around their listing presentation, the more that they can focus on making/creating a genuine connection with the potential vendor. Not only that, but because the vendor will know exactly what is coming next, their anxiety will diminish which will allow them to pay greater attention to what the agent has to say.

THREE: Reality of Prospecting

Summary.

It is (for the vast majority) the worst part about the job in sales. It is an **obscenely** big task that can intimidate agents into finding other things to do, aside from the fear of rejection there are just too many things that can be done!

The lack of consistency & prioritising other tasks over prospecting creates that roller-coaster of business that all agents have either been on or are on.

This module tackles the mentality around prospecting, as well as providing basic strategies that allow for greater clarity around the task of prospecting.

Key Benefits.

Agents	Vendors	Buyers	Brand
<ul style="list-style-type: none">• Removes the anxiety about prospecting• Illustrates the importance of prioritising tasks• Provides easy-to-use structures as part of a Dynamic Week structure.• Creates perspective around the topic of prospecting	<ul style="list-style-type: none">• Increased consistency of effort from the agent• Higher probability of meeting potential buyers	<ul style="list-style-type: none">• Improved organisation (and therefore service) from agents	<ul style="list-style-type: none">• Increased efficiency of existing database• Improved output of work from the team• Higher probability of more business

Objective.

We all agree that prospecting is the biggest thorn in the side of any real estate business. This session tackles it head-on, giving you and your team the drive & the perspective to get the work done in an efficient and proficient way.

FOUR: The Art of Networking

Summary.

Without a doubt, networking is the most powerful way to grow your business if done correctly & with energy.

By providing the theory first, this module highlights just how important networking is to your business, then outlines a strategy that can be implemented in any market, by any agent, at any level of business.

Key Benefits.

Agents	Vendors	Buyers	Brand
<ul style="list-style-type: none">• Accelerate growth• Create local relationships that can benefit the agent AND their clients.• Improve confidence through connecting with others in a public setting• Open doors to referral relationships• Direct access to relevant audiences	<ul style="list-style-type: none">• If their agent has a solid trade network, they become more useful when trying to achieve the overall goal.• Bigger net-work to catch potential buyers!	<ul style="list-style-type: none">• A solid network makes agents a 'one-stop-shop', increasing the convenience of buying through that agent	<ul style="list-style-type: none">• Amplifies every marketing effort the office makes• Increases probability of success at listing presentations (e.g. 'My mechanic told me that you are the right ones for the job')• Initiates flow of work amongst local businesses

Objective.

Ultimately, if you want your business (agent or office) to become the local agent that people actually go to for support in real estate, then you must add networking as a key part of your marketing/branding/prospecting strategy.

After this session you will have a blueprint for success, as well as ideas as to where you can start.

FIVE: Buyers - Why Care?

Summary.

Buyers are liars...heard that one before?

The industry has a **shocking** perception of buyers. How dare they not return our calls! How dare they cancel our offer appointment! The truth is that all a buyer is doing is what is in the best interests of them & their families. If any of us were buying, we would do exactly the same thing if we didn't have a good understanding of how it all works.

But how much damage are you doing to your brand as a result of this contempt for a large portion of your audience...? We will unpack this question, & offer some time-efficient strategies that will help agents to provide a much better level of service without breaking the diary or the bank.

Key Benefits.

Agents	Vendors	Buyers	Brand
<ul style="list-style-type: none">• Learn to improve the overall perception of your personal brand• Create quicker, more meaningful connections with buyers• Open up opportunities to create efficiency AND increased urgency amongst buyers• Increased probability of an easier negotiation	<ul style="list-style-type: none">• Much higher efficiency of the enquiries that their marketing \$\$ is providing• Potentially quicker sale	<ul style="list-style-type: none">• Treated with much greater courtesy• More likely to remain loyal• Much greater transparency in communication• Much less fear of reprisal	<ul style="list-style-type: none">• More likely to have greater followship on social media• Improved reputation across a MUCH wider audience• Increased probability of a referral OR trade-in if the buyer needs to sell

Objective.

Understand that the buyer population accounts for a LARGE proportion of your audience, so with this extra degree of focus you will find that your good name will spread further, and quicker.

SIX: Sellers - How to Create Good Working Relationships

Summary.

The world has changed thanks to the internet. People have access to information that they didn't have 10 years ago, so why do we treat sellers like they don't know what is going on?!

Now assumption also makes an ass out of you and me, so how do we build a relationship whereby you can actively work together with your sellers?

This is a powerful module that looks into how different methods of communication are consumed, what kind of information is to be delivered, and how to map the course at the very beginning with your seller so that they feel like they have control of the process.

Key Benefits.

Agents

- Feel way more in control of your seller-relationships
- Use logic to educate, allowing you to focus on the solutions
- Make it crystal clear to everyone involved what the process is, **taking away unnecessary anxiety.**

Vendors

- No uncertainty as to what to expect
- Greater assurance that they are on the right path
- Greater clarity as to the campaign's performance

Buyers

- Clear direction for offers based on the agent having absolute (necessary) knowledge of the vendor's situation

Brand

- Improved customer service
- Greater consistency in service
- 'Days on market' reduced

Objective.

Irrespective of market conditions, sellers need to feel like they are making progress with their sale each week. Yet agents seem to be happy to coast for the first few while the listing is 'new', so this module will address that right from the beginning, as well as giving you more evidence at a listing presentation that your brand is the right way to go.

SEVEN: The Craft - A Guide to Auctioneering (3 Hours)

Summary.

From basic mechanics to tactical body language, the craft of auctioneering has plenty more components than people tend to realise.

Although the campaign sets up the outcome of the auction, the brand is judged by the quality of the auction, so we break this down to give a basic outlay that you can add your personality to, becoming an auctioneer to be admired!

Key Benefits.

Agents

- Upskill to another level by having a greater understanding of The Craft
- Understand what to look out for if/when working in the crowd with buyers
- Learn to work with the auctioneer to add to the performance!

Vendors

- Getting represented in a much more professional manner

Buyers

- Feeling a lot more comfortable that you can bid within a more controlled environment

Brand

- Higher public perception
- Much more attractive to potential sellers & neighbours

Objective.

An auction is an amplified vision of how your brand/office operates. It is a window to the soul of your business, so this session will make sure that you are putting on a performance to remember!

EIGHT: Increase Efficiency, Remove Anxiety

Summary.

Do you have days when you feel like you have been busy... to then realise that you hardly got anything done?

The pressure of the sales board can easily become overwhelming, and when that happens anxiety clouds decision-making abilities making it hard to do the 'right' things.

Whether it is going well for you or not, you need to have things in place that will allow you to take wins & losses in equal measure. **Perspective & consistency** are the 2 ingredients for sustained success, this module tackles them head on.

Key Benefits.

Agents

- Gain time... literally
- Understand the importance of prioritising
- Learn the need of a **Dynamic Week**
- Grow a perspective that allows for calm

Vendors

- Better decisions based on a more measured approach
- More reliability out of the agent

Buyers

- More time for the agents to show more properties!

Brand

- Greater team efficiency
- More awareness around productivity
- Collective accountability towards EFFORT

Objective.

In any market the level of output correlates to the volume of reward, so this will highlight to agents, directors and the team that before you put more money in, you HAVE to assess what your existing efforts are culminating in.



Get In touch.

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