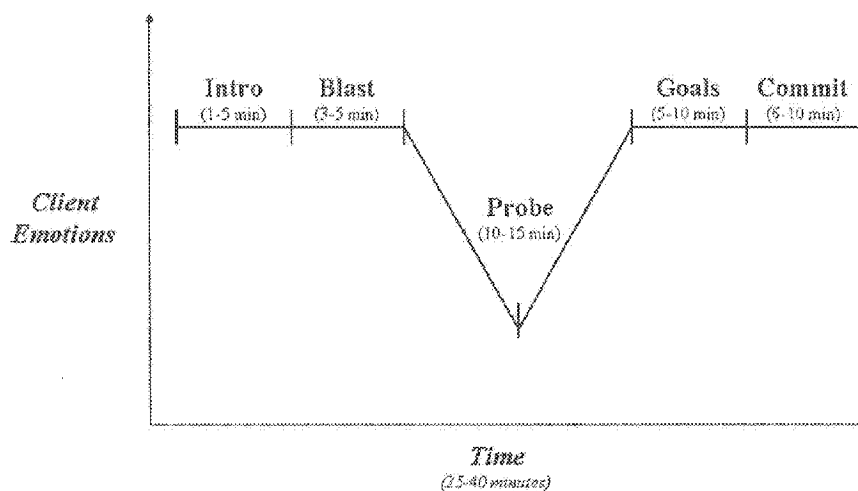




THE ART OF THE SET

We use a two part sales process to set and close a client. The first conversation between a Consultant (setter) and the client is designed to qualify the client, build a relationship of trust and set-up the Program Director to close the sale. This sales process is based on managing the emotions of the client by focusing on the psychology of the sale. The metaphor we use for this process is *the Roller Coaster of emotions*:

The Roller Coaster of Emotions



Introduction:

You are at ground zero and according to the professionalism that you show you will start the momentum of the conversation either up or down. Through the next few steps you are trying to gently guide the client down to the time they were looking at investing in real estate or starting a business while trying to establish a relationship with them.

Psychology: Bring them back to the place they were when they first filled out our student application. You want to get them excited about their dreams again but also realize they still haven't taken any steps to accomplishing them.

Blast:

Why you are calling? Giving your clients hope again about getting their real estate investment career going or launching their business. *Psychology:* The blast is the first sign of relief these people have seen since they were motivated to complete our application. The motivation that they experienced can die quickly as the realities of their daily lives take over. It is our job to rekindle that motivation...to make them once again



see the potential of achieving their dreams. When you are done with the blast, they should be at the top of the roller coaster getting ready for the dip ahead.

Probe:

The probe is the actual qualification process of the call. Identify the client's available resources & goals/dreams. *Psychology*: Slowly bring the client back down to reality. They don't want to hear how their financial situation is.

Most people will not have a problem giving you personal information such as how they connect to the internet, if they are married, how many kids they have. But, when you get to the financial section, you might run into a few walls. Most people are NOT comfortable talking about their personal finances. Why? Because very few have done anything with their finances worth bragging about. If you have done your job correctly in the beginning, they will share with you openly because of your relationship. A relationship where they trust you because they know you are not a salesperson, but rather a Consultant. A Consultant is here to help! The better the relationship you have built with them, the easier it will be to go through this section. If you have not built a relationship you will find barriers and walls throughout. Because of the harshness of reality, you should always stroke their ego when they have done anything right (like established good credit).

If someone does not want to give you any financial information you can bet that two things have happened:

1. You failed to establish a good relationship with the client.
2. The client is on the defensive because he or she feels you are trying to sell them something.

How Much Money Is This Going To Cost?

This is a very common question that you will hear. Sometimes it will come at the beginning of the conversation sometimes not till the end. No matter when it comes, it carries with it a sense of despair. The client thinks she or he has figured you out. A lowly telemarketer trying to sell me something AGAIN! After you have heard this question you will start to get a little uneasy. You are nervous because you know this will cost money, and lots of it at that.

"Well Bob, I am glad you asked that question. It shows me that you obviously understand that in business, it takes money to make money. After all, how do you make money in the stock market? You have to invest in it first. Right? Well, let me have you write that question down, because it is one that you will need to discuss with my Director. Yes, there is a tuition involved with this Program. However, this is an invitation only program and you still have to go through a second interview to qualify. Our goal is to teach you how to acquire property using creative financing with little to no money down also know as OPM. You may have heard of that strategy? Most students who are invited into this program use established lines of credit, like a credit card, utilizing the bank's money, OPM, to handle their tuition. I'm not talking about tens of thousands of dollars, but on



the other hand not a couple of hundred dollars either. But, keep in mind you'll be working with our experts to become profitable in the shortest amount of time. That makes sense doesn't it? It is impossible for you to make any decision right now because you don't have any of the information. What my Director will explain in full detail is how to leverage your tuition using OPM, and limit the amount of out-of-pocket expenses."

Dreams / Goals:

This is where you help your client start to develop the dream of what is possible while working with a coach or mentor. The more vivid and real you can make those dreams, the more your client will see they need help and they need it now! Here is the purpose for this section:

1. Help your client visualize their goals
2. Have them write their goals down so they are no longer just "dreams"
3. **For every Goal get 4-5 details!**

Psychology: Most people think that the client is now on the "high" of the roller coaster. That is partially true. While talking about their Goals/Dreams, they will again see the light, remember why they got involved in the first place and build hope. This should be peaks and valleys! "You want a new house?" (You can see how they will be up after you detail the kind of house, etc) "How much will that cost?" (Bring them back to reality!) If this is done right, they will be at the lowest point of the rollercoaster." They need help to accomplish the goals they have set. Who will help them?

Commitments:

Psychology: This should take the client back to the top of the roller coaster. You have built the Dreams; they have seen the pain in their financial situation and have committed to make a change. As you build up the Director, the client starts to see him as the answer to all that has been wrong in the past. As they realize the Director can help make them successful, they will reach the peak of their emotional roller coaster. At this point, they should be feeling an emotional high and sense relief. If they start to sell themselves on why they would be a fit for the program, you did a good job up to this point.

Takeaways:

The takeaway is there simply to remind the client that it is not their decision to join this program. We know they need our program. They will begin to sell themselves to us; they will be climbing ever closer to the peak of the emotional roller coaster.

OPM: "When it comes to major lines of credit cards like Visa, MasterCard, and those guys, who is it that you work with now?"

"Now, if I could write you a check to pay off ALL of your credit card debt how much would I need to make that check for?"

"Is all of that on one card, or is it spread out between all?"



"This is where I need you to be specific. I feel that it is very difficult to expect a client to be successful in Real Estate if they can't even manage their own finances. On the Visa/MasterCard/Amex/Discover, what limits have the banks extended to you? At what interest rate? And how much do you have on that card? Now, how about the