

## Close More Sales as a Young Real Estate Agent

There she was with a prospect doing a walk-through of his home when Allyson put her foot in it. Not dog poo, rather something she said that literally stopped the conversation cold. The air quickly chilled around her and the prospect's ears turned deaf. Minutes later she was driving away knowing that she lost the listing.

What happened? What went wrong? Naturally she went carefully over what transpired so she could discover a clue to her demise. No matter how much she pressed instant replay, the answer didn't come to her.

The next day she talked with her mentor who asked Allyson to describe the prospect. On the surface he was friendly and warm. He shook her hand and looked her directly in the eyes. After an exchange of pleasantries, he asked a pointed question. As if she were in a race, she gushed fact after fact. Happily, he proceeded to ask more questions and she continued to provide additional information nonstop.

Because it seemed to be going well, Allyson proposed that she tour his house. Then came the dreadful temperature change. Had she talked herself out of the deal?

Allyson has a personality style that loves to help people, and simultaneously, she is driven to get things done and come out the winner. A big weakness for her is following a system and being patient. While movers and shakers often work well in the real estate field, they're not ideal for every client. In this situation, her ambition to get the listing and sell the property worked against her.

In reflecting more about this prospect, Allyson realized that he liked learning things. He seemed to be an information junky. He gobbled up statistics, reports, trends, data, anything that he could read. The mentor suggested that perhaps he was put off by her talkativeness, glib answers, and unstructured conversation.

Although she lost this listing, she gained a valuable insight. She assumed that his style was hers. Next time, Allyson plans to take time to read her prospect's personality style, match it, and build rapport. By doing so, sales resistance drops, and trust, comfort and ease climbs. This gives way to an opening for effective communication and closing more business. Then indeed she'll succeed in her chosen field of real estate.

