

# The 10-Step Buyer Process

## A Webinar with Larry Kendall

1. Go slow to go fast.

2. Green Light Selling by Don Aspromonte

3. A Buyer's 4 Greatest Fears

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

4. The Buyer Process Goals

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- \_\_\_\_\_
- \_\_\_\_\_

5. The Rule of Confusion

Confused buyers don't buy. They \_\_\_\_\_.

6. The Rule of Clarity

Clear buyers are decisive. They \_\_\_\_\_.

7. The Question Sequence

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## The 10-Step Buyer Process

### 1. Greet

- a. Prepare and coach receptionist: “You must be customer’s name. We’re really glad you are here. Agent’s name is looking forward to meeting with you.
- b. First 2 minutes – Connect & Take control of the process

### 2. Meet – move to a different location – offer a gift

### 3. Access prior learning (ask questions about their past). Examples:

- a. Do you own your current home? How long have you owned it?
- b. How many homes have you owned?
- c. When you purchased your current home, what was the process you used to find that home?
- d. How did that process work for you? Any changes?
- e. Are you familiar with how real estate works here? Are you familiar with the current market?

### 4. Buyer packet and agency disclosure

**5. Funnel process.**

“Our goal is to help you find a great home and at the same time make sure you don’t miss out on anything or pay too much. We have a process to help you do that called the Funnel Process. Would you like to see how it works?”

Key phrases:

- a. Process of elimination versus selection
  - b. Make sure you don’t miss anything
  - c. Make sure you don’t pay too much
  - d. Some we will look at on line, some we will drive by, some we will go in
  - e. Our goal: For you to have a “Rolling Top 3”
- 6. On a scale of 1 – 10, where do you believe you are in the process? What would have to happen for you to be a 10?**
- 7. Two pieces of paper – Star the 3 things you can’t live without**
- 8. What and why? Features & benefits**

(What) Features	(Why) Benefits

“85% Perfect Home” Dialogue

**9. Cash? Loan?**

**10. When we find it . . . . What will you do?**

a. "Cream Puff" dialogue on urgency

b. "Lost house story"?

c. Prepare expectations

1. The Market

2. Negotiations

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

3. The Process

- "Doing the Dance"
- "Would you like to know your odds?"