

# Creating Value Creates Customers

## A Webinar with Larry Kendall

1. Ninja Principle #1: \_\_\_\_\_

- The “Pursuer-Distancer Dance”
- Stop Selling! Start \_\_\_\_\_.
- How do we attract? Have \_\_\_\_\_.
- Our Mission: \_\_\_\_\_.
- Customers flow to \_\_\_\_\_.

2. “Ninjanomics”

- There are no \_\_\_\_\_.
- There are only \_\_\_\_\_.
- Every investment must have a \_\_\_\_\_.
- Focus on the investments that give the greatest \_\_\_\_\_.

3. The Law of Value (From *The Go-Giver* by Bob Burg and John David Mann)

“Our true worth is determined by how much more we give in value than we receive in payment.”

4. What do people value? They are willing to pay money for two things:

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

5. Hospitality versus Service (Bobby Stuckey TED Talk)

- Service: \_\_\_\_\_
- Hospitality: \_\_\_\_\_
- How you make someone feel is \_\_\_\_\_

6. Our Goal: Fabled Service

Solve a Problem + Make Someone Feel Good = \_\_\_\_\_

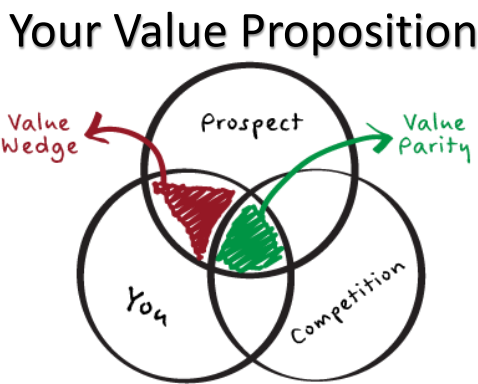
7. What hold Realtors back?

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

8. Survey of Buying Decisions

- \_\_\_\_\_% Lowest Price
- \_\_\_\_\_% Highest Price
- \_\_\_\_\_% Value (Relationship of Price and Perceived Quality)

9. Your Value Proposition



10. Five Ways to Add Value to Sellers

- 1) Articulate your value proposition. "My job is to . . .
  - Show you ways to enhance the value of your property so you get top dollar for it.
  - Help you develop a pricing strategy that nets you the most dollars. A strategy where your price is not so high that you scare buyers away and not so low that you leave money on the table.
  - Give you maximum marketing exposure that will generate more buyers and better contracts for you.
  - Put you in the strongest negotiating position possible and help you negotiate the best contract that will close.
  - Be your transaction manager to handle the details and reduce surprises so you have a smooth transaction.
  - The fee to deliver this level of service is \_\_\_\_\_."

## 2) Staging

- A 2013 study, showed that unstaged homes were on the market an average of 140 days and had not sold.
- The same homes after staging received their first offers in an average of 40 days.
- \_\_\_\_\_% of sellers' agents believe staging increases the final sales price

## 3) Pre-Inspections

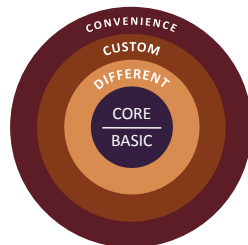
- “My goal is to put you in the strongest negotiating position possible.”
- “What do you think the odds are that a buyer will have your home inspected?”
- “Do you know if your home will pass the inspection?”
  
- Pre-inspections remove uncertainty and stress. Pre-inspected homes have smoother transactions. (Source: National Association of Realtors study)
  
- Paying for the inspection (options):
  - Realtor pays as part of their service
  - Realtor fronts the cost and gets reimbursed at closing
  - Seller pays the cost
  - Seller fronts the cost and gets credit on commission at closing

## 4) Maximum Exposure generates more buyers and a better contract

- The Power of Visual Images
- Bring your “A Game”. Who visits your listing?
  - Buyers – 2/3 are also sellers
  - Neighbors – most all of them are potential sellers
  - Realtors – “Where is the easy sale and smooth transaction?”

## 5) Building Your Value Proposition

### 5. Building Your Value Proposition



- Managing your “Moments of Truth”
- Kid’s Contract

11. Five Ways to Add Value to Buyers

1) First Impressions

- Manage your “Moments of Truth”
- Hospitality versus Service

2) Ten Step Buyer Interview

- Go slow to go fast.
- Buyer Packet
- Help your buyers become:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Handle your buyer’s greatest fears
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- The Funnel Process



3) Be a Transaction Manager - make it smooth and easy.

- Steve Jobs, "There is one thing more powerful than free. \_\_\_\_\_!"

4) Be a Consistent Communicator

- Weekly customer service calls: Call your them first! If they call you first, you're failing!

- The 5-Step Calling Process:

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

5) Negotiate to Win

- Five Negotiating Points of a Real Estate Contract

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

- Want to win? Build a team.

- Realtor
- Lender
- Inspector
- Family

12. Creating value creates an overflow of customers.

# Joanne DéLeon's Kid Contract

## I WILL REWARD YOU!

I, \_\_\_\_\_ want to help my family in selling our house quickly.  
I understand that if the house is clean, buyers will be more excited about buying our house.

I am willing to help in the sale of our house by:

- \_\_\_\_ Making my bed every morning before I leave.
- \_\_\_\_ Hanging up clothes and picking up my things.
- \_\_\_\_ Keeping my room as clean as possible.
- \_\_\_\_ Picking up the rest of the house, when my parents ask me to help.
- \_\_\_\_ Check the brochure box to make sure it is not empty

Our Realtor®, will give me a \$25 gift certificate (place of my choice) when our house sells, if I have followed all the items stated above (as witnessed by my parents).



Signed \_\_\_\_\_

Date: \_\_\_\_\_