
Confident Communication And Influence



Borino - Your Coach

How to respond to tough objections:

HOW MANY HOMES HAVE YOU SOLD IN OUR AREA?

- A bunch! And you will be my next happy clients - (OR)
- I'm glad you brought that up. None yet. You will be my first happy clients in the Green Valley area!
- You see Jane, I don't base my business on price range or geographic location. That's an old-fashioned way to sell real estate. I have one important rule. I only list homes I know I can sell for a good price.
- So tell me, ideally, how much would you like to sell for?

I THINK WE'LL WAIT.

- If you could have it anyway you wanted to...What would be the best outcome for you guys?
- Would you be better off staying here... Or living on the golf course, and being close to the grand kids?
- How much do you want to be closer to the family... Enjoying the sunshine and the good life? How much does it matter to you?

DISCOVER THE BARRIER

- What worries you the most?
- What are you most concerned about?
- What is the biggest obstacle?
- I have a feeling you do want to get the house sold and move to Florida, Susan, but there seems to be something you're unsure about. Am I right? Tell me a little bit about how you feel.
- What concerns you the most?

Become a communication power rockstar. We can help. Visit GoBorino.com/Confidence and join our next Bootcamp! :)