

# Sales Seminar

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“Becoming a friend of your clients by asking the right questions?”

## Why?

Answer: Because you must gain their trust and confidence that you can do the job. In order to do your job, you need information and with that information your mission is to find a “one of a kind home” for your clients.

## The 4 Personality Types and How to Sell to Each.

### 1. Assertive

Assertive personality types are goal-oriented, decisive, and competitive. They care more about results than personal relationships. They might not send you a holiday card, but if you deliver on your commitments, you'll maintain a healthy business relationship. Assertives care deeply about the bottom line.

People with assertive personality types are also relatively impatient and controlling. They want information -- fast -- so they can make a decision and move on.

### Questions to ask:

1) How long have you been looking at homes?

- 2) When are you looking to move into your “one of a kind home”?
- 3) What area do you have in mind? Are schools important? Drive to and from work?
- 4) What is your bottom line budget? What is your max?
- 5) Give me a snapshot of your credit score and income? What kind of a down payment do you have in mind? (Conventional, FHA, etc.).
- 6) Are you pre-approved so we know when we go shopping for your “one of a kind” home we know our maximum loan amount? (chances are that they are-remember they are goal oriented, decisive, and RESULTS DRIVEN).

## **How can you tell an Assertive personality?**

### **Assertive personality traits:**

Assertives usually speak in declarative sentences and ask few questions, so if you notice your prospect says things like, "I'm looking for a new sedan," rather than, "Can you show me your sedans?", you're probably dealing with an Assertive personality type.

Their volume is also a little louder than average, and they use animated, confident body language.

**Avoid at all costs**: give a response that is not factual. If they catch you in a lie or a contradiction you are done.

### How to sell to them:

- Professionalism is always important, but especially so when it comes to Assertives. Always make sure you're prepared for a meeting with an assertive personality type. If you don't know the answer to a question, let them know you'll follow up instead of trying to give a halfway correct answer.
- Assertives appreciate efficiency. Don't waste their time repeating facts or building up to your point -- cut to the chase.
- Emphasize how your approach, diligence and experience will solve their search for a home. Cutting-edge features won't impress Assertives unless you can demonstrate why they will be useful to their buying and search process.
- Steer clear of personal opinions and testimonials. If you're citing a successful customer, talk about how you were able to negotiate the price and how much money you saved them. Since Assertives aren't great listeners, keep your statements short and to the point.

**Personality examples**: Donald Trump, Mark Zuckerberg, Michael Phelps.

## 2. Amiable

People with amiable personality types value personal relationships and want to trust their business partners. They like the excitement of new challenges. Amiables will enthusiastically dive into finding creative or unexpected solutions -- but on the flip side, they

probably won't do a ton of research before meeting with you. That means you can guide them through the purchasing process.

Unlike Assertives, Amiables don't make decisions quickly. They want to establish rapport with the people they do business with and will likely seek out the help or approval of multiple team members. Expect a longer sales process than usual.

**Avoid at all costs:** Talking business on your first meeting. Build rapport first.

### **Questions to ask:**

- 1) Who would you be sharing this home with? Get them to talk about their family, or they are single, or they are not married, kids, etc.
  
- 2) Do you have pets? If they do ask for the name of the pet and if you have pets tell them about yours, what breed, etc.
  
- 3) If on question 1 they mention kids ask their names, ages and remember them. Talk about yours as well, names, ages, activities, etc.
  
- 4) Would any family be visiting during the holidays or on vacation?

5) What does your family like to do for fun?

### **Amiable personality traits:**

Amiables are great listeners and might ask more personal questions in an attempt to get to know you outside of your professional role. They will be friendly, calm, and patient during meetings. Conversations with Amiables are generally laid-back and informal. **REMEMBER DO NOT TALK ABOUT BUSINESS BEFORE BUILDING RAPPORT.**

### **How to sell to them:**

Pitch a vision. Help them visualize the rooms of their home for little Joe, and the backyard for Brownie (the dog), the nearby great restaurants and how in a short drive they can be in the Florida Keys or Naples. This “one of a kind of home” can give their family the quality of life and activities they are looking for.

Take time to build rapport. Amiables will need to feel safe in their relationship with you before they’ll be comfortable doing business with you. WIFM-What is in it for me?

Bring up examples of similar clients who have successfully enjoyed a similar lifestyle as theirs and how happy they are. Details like these are convincing for Amiables.

Take the role of an expert and walk them through the decision making process. Instead of overwhelming an amiable with information, help them through the process and act as an advisor.

Give them personal guarantees. Since Amiables are risk-averse, promising them you will take as long as it takes to find their “one of a kind” dream home is your mission. This reassurance will calm their anxieties and make them likelier to buy.

**Personality examples:** Walt Disney, Jim Carrey and Lady Gaga

### **3. Expressive**

Expressives are also sometimes called "humanists" for a good reason -- like Amiables, personal relationships are very important to this personality type.

Expressives are concerned with others' well-being. Whether it's their family, co-workers or their friends, the expressive personality type will want to know how decisions they make affect the people around them. They tend to be people-pleasers, but don't be fooled -- expressives often have powerful personalities and use them to convince others of their strongly held convictions.

Expressives are creative, outgoing, spontaneous, and rely on their intuition. They value mutual respect, loyalty, and friendship.

**Avoid at all costs:** Don't make offhand commitments to Expressives – reneging on an offer could spell the end of your relationship.

#### **Questions to ask:**

- 1) Why are you looking to move? Listen very careful to the answers, they will tell you what would please their family.
- 2) What size (room, lot, garage, distance to work, etc) would you think will make you and your family happy?

3) Are you planning to add square footage to the home or a pool later?

4) In a perfect world what would be your ideal home? What is a must have? If we find 90% of what you are looking for, would you be willing to build/add/construct what is missing?

### **Expressive personality traits:**

Expressives tend to be very enthusiastic and colorful. Like Amiables, they'll want to bond with you and feel connected on a personal level, but like Assertives, Expressives are sure of their beliefs and speak more in statements rather than questions.

### **How to sell to them:**

Present CMA's, Active Listings, Closed Sales, Pending Sales. Expressives want to be reassured that you're looking out for them, and what better way to prove your track record than to show stories of how you are looking out for them.

Emphasize an ongoing relationship. If you, as an agent have excellent reviews, recommendation letters, etc., now is the time to shout it from the rooftops.

Don't focus too much on facts and figures. Data is important, but an expressive will ultimately want to know how their buying decision affects their business on a human level.

Summarize along the way. You want to continually get their buy-in, so ask questions like, "So, we agree that you need a large lot to later build a pool, terrace or family room?"

**Personality examples:** Princess Diana, Bono and Oprah Winfrey

## 4. Analytic

Those with an analytical personality type love data, facts, and figures. As no-nonsense people, they'll look past a flowery pitch and get straight to the facts. Be prepared to field a lot of detailed questions, and don't be surprised if it seems like an analytical prospect already knows you -- they will research you and your business before meeting.

Analytics stick to their deadlines, but they do not make decisions quickly. They care about thoroughly vetting and understanding the options available to them, and won't jump the gun on a decision. They are more logical and cautious than any other personality type -- but once they make a decision, they won't reverse it.

**Avoid at all costs:** Not meeting deadlines and rush them. You will lose them.

### **Questions to ask:**

**What kind of payment are you looking at?**

**What is YOUR timetable to be in your new home? RESPECT THEIR TIMETABLE-DO NOT RUSH AN ANALYTIC.**

**What is your maximum price for the home you are looking at?**

**What kind of a down payment do you have in mind?**

**Are you aware that with a 5% down you have PMI?**

**What does your current home does not have that you are looking for in your search?**

**What is a must have in your new search for a home?**

## **Analytic personality traits:**

Analytics are less expressive than other personality types. They are concerned with facts rather than emotion, and likely won't spend time getting to know you on a personal level. In conversation, Analytics are serious, direct, and formal. They might not use expressive gesturing in meetings, but you can be sure they are listening intently.

## **How to sell to them:**

Never rush an Analytic. Be prepared for a longer selling process, as Analytics will take as much time as they need to gather all the facts they feel are necessary to make a decision.

Assume they are prepared and have done their research. This doesn't mean you should skip over introductory information, but you can expect to spend less time talking basic features, and more discussing custom, personalized solutions for their business.

Avoid making high-level claims. Always provide data when you make an assertion, or risk losing credibility. Overhyping your product might make Analytics suspicious that you're using flowery language to mask flaws.

Provide as much detailed information as possible, real estate taxes, schools, amenities, entertainment, square footage, fireplace, etc. You can offer more information than they ask for without risking them becoming overwhelmed -- in fact, they'll probably welcome it.

Don't try to force a relationship that's not there. Analytics might become annoyed by those they feel are overly flattering or obsequious.

Keep in mind that most prospects will be a mix of these personality types and won't fit neatly into one of the four categories above. However, once you're familiar with these core personalities, you should be able to tailor your selling strategy to fit any situation you come across.

**Personality examples:** Albert Einstein, Bill Gates and C-3PO