# Developing DYNAMIC Commercial Listing Presentations

**COURSE TITLE:** Developing DYNAMIC Commercial

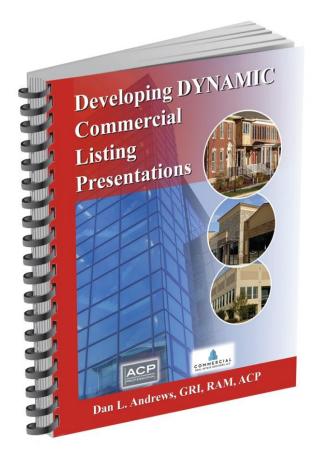
**Listing Presentations** 

COURSE INVESTMENT: \$149 per attendee

**PRESENTATION TIME FRAME:** SIX (6) HOURS

### **COURSE INCLUDES:**

- ☐ Professionally produced PP slide presentation
- ☐ High attendee interaction/Q&A with experienced course instructor/developer
- ☐ Fast moving, high energy presentation style by experienced instructor
- 40-page workbook/resource guide as supplement to LIVE presentation
- **□** Real-life CASE STUDIES
- **□** 100% Money-Back Guarantee



# **COURSE GUIDE: Table of Contents**

## **Developing DYNAMIC Commercial Listing Presentations**

**SECTION 1: Servicing the Seller 1** 

**Basic Seller Services 1** 

The Age of Change is Here! 3

How to Thrive in Turbulent Times 5

Summary of Servicing Your Sellers 9

**SECTION 2: The Listing Presentation 10** 

The Listing Sequence 10

STEP 1: Send an Information Packet 10

Introductory Letter 11

Company Profile 12

Practitioner Credentials 14

Client Testimonials 15

Photos 15

Summary 15

### STEP 2: Interview the Client and Get the Facts 15

Be a Problem Solver 16

Ask Questions 16

Give Solutions 17

Gather Property Data 18

### STEP 3: Conduct the Listing Presentation 20

Choose Your Delivery Method 20

Plan Your Delivery Method 20

Setting the Stage for a Successful Listing Presentation 20

Get to Know Your Client 21

Qualify the Owner's Objectives and Motivations 21

Use Listing Services 23

Review Your Pricing Recommendations 23

Create a Listing Presentation Packet with Handouts 26

How to Ask for the Listing 29

Have the Listing Contracts & Disclosures Signed 29

**Summary of the Listing Presentation 29** 

### **SECTION 3: The Marketing Plan 31**

Create a Commercial Marketing Plan 31

Figure 3.1: SAMPLE Commercial Marketing Plan 31

Create a Personal Services Action Plan 32

Figure 3.2: SAMPLE Personal Services Action Plan 32

Create a Company Profile 33

Figure 3.3: SAMPLE Company Profile 33

### **SECTION 4: Handling Objections 34**

**Handling Objections 34** 

How to Handle Fee Objections 34

**Handing Price Objections 38** 

How to Handle Price Objections 38