

## Section 3

### Presentation Types

There are 3 presentation types we should be aware of, learn when to use and master them. These presentation types can be used as a guide to perfect your scripts and presentation. These should be practiced until they just roll off your tongue with perfection.

#### ADAPT

1. **Assessment.** Ask opening question to get them to tell you about the situation. This should be done in a relaxed, non confrontational manner. You ask questions, let them talk.
2. **Discovery.** Based upon their answers you may find areas that need more explanation. Like issues that are currently facing or goals they want to achieve.
3. **Activation.** This is where you show you are the expert and are listening to them by repeating back to them their dilemma and adding to it from you experience.
4. **Projection.** Now you can put them at ease by painting a picture how you can help them solve their problem or achieve they goal
5. **Transition.** This phase is also the trust phase where you move into assuming the role, that you are the chosen expert to help them

This is perfect for a listing presentation. Imagine for a moment you went in to the appointment and meet with the home owner. You need to Assess their situation and Discover what you are working with first so you formulate a plan, a strategy to help them. Then present your solution and why you are the right pick for the job.

#### AIDA

1. **Attention.** You need to get the prospects attention so that you can persuade them. With out the attention you can't persuade them.
2. **Interest.** Once you have their attention you need to build interest. Interest keeps their attention.
3. **Desire.** Once they are interested you need to build the desire to Act. When you build the desire and get them excited there is no hard selling. It is them who are acting.
4. **Action.** This is where the rubber meets the road and the process begins.

Imagine meeting a buyer for the first time. Following these steps you will be able to control the situation, build rapport and engagement. This builds trust which translates to sales.

## SELL

1. **Show** Features. Show the benefits, upgrades, features of the home or your marketing strategy.
2. **Explain.** Explain the benefits of using you or the the benefits of the home.
3. **Lead.** You will need to lead your prospects through the process retaining the the value of the benefits.
4. **Listen.** After these steps, let them talk about the benefits and process. After all it is about them and not you.

Imagine showing a home and it has all the bells and whistles they are looking for. Right neighborhood, size, condition, etc. You show and explain the benefits of the home and area. Lead them to the emotion decision making process and then let them talk about how they see themselves living there and it is perfect for little Jimmy and Sally. WOW look at this yard....

These concept will help you control the situation and become uniform in your skills. Often we hear the term Script. A script is nothing more than a systematic process and flow of words to get you to the desired result. Agents get carried away looking for the magic script, however those scripts were written by someone else and may not reflect your uniqueness. We are all unique and not one script fits us all, so develop yours.

It is best to create your unique scripts following these methods, perfect and use in your unique situations. When you read someone else's script you need to remember how it goes and what to say. When you create your own it is engrained in your subconscious, it becomes part of your own vernacular so it is part of you and will flow freely off your tongue. This allows it to be natural and not sound canned or rehearsed.

Every phone these days has a video and voice recorder. Record yourself. Play it back.

What did you like?

What did you not like?

Adjust

Rerecord and Review.

Keep this process going until you are happy with the results and it naturally flows off your tongue.

## Section Quiz

1. In the ADAPT method, \_\_\_\_\_ is the process of asking questions to get the prospect to open up and discuss the situation with you. (Assessment)
2. What does AIDI stand for? \_\_\_\_\_ .  
(Attention, Interest, Desire, Action)
3. What does the SELL methodology stand for? \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ (Show, Explain, Lead, Listen).
4. When meeting a buyer for the first time you may consider following the \_\_\_\_\_ method to get their attention and engagement. (AIDA).
5. When meeting with a seller you may consider following the \_\_\_\_\_ method which allows you to fully understand their situation and needs. (ADAPT)