

People make things up! Oh! Yes! They do!

They try to make the world fit their reality instead of looking at the world and noticing that given their reality, the world doesn't fit, does it?

This is very true in the world of Sales, Tele-Sales and Customer Service Sales. My name is Judy McKee and I am a Call Center Trainer. One day about 25 years ago, I started a program called the Money Experience Workshop to teach Real Estate Agents to "Get Appointments". Today I teach everyone how to handle sales, customers, clients and everything else over the telephone.

In those days I thought it would be easy to teach people to do what "works." This is a rule that I have followed ever since I was a small child and my mother told me not to "re-invent the wheel." When I began teaching others how to make money, sell real estate, or get appointments, I found that people are "funny." They don't always want to do what works. They would prefer to be right! **Let's take money for instance.**

Myths About Money

My sales have always been easy for me. I always got appointments in the old days when I was in real estate. When I was collecting the money or talking about the money, I noticed some very interesting things about myself and other people. I am going to share a few of the points I learned and you will see that you may be like me and steered yourself the wrong way, whenever you didn't pay close attention to what you said and how you said it.

A song from † "Sister Act II" is one that I love because it has the line, "If you want to go somewhere, if you want to be somebody, you've got to PAY ATTENTION." Let's pay attention to MONEY. How it works, how the agents speak about it, how it affects the customers and how we personally handle it.

Realty Check Time. Yes, let's make "reality check." Start with asking yourself and maybe your associates a few easy to answer questions.

1. Do the customers like your price?
2. Do the customers resist paying for what they get?
3. Do you believe the "price is right?"
4. Do you think you speak the money with pride?
5. Do you give credit to the company for pricing things in a way that will make it easy on the customer to buy?
6. How do you respond when the customer says: "How much is it?"
7. Do you give them the answer? Hedge on your price? Smile and ignore the question?
8. Do you speak the price in a way that will confront your customer?
9. Do you answer with the money in some "tricky" way that makes it sound better?
10. Would you buy it at that price?

McKee Consulting, LLC - Phonedamentals - Article on Myths about Selling. Judy McKee

People Make THINGS UP! And this is just the beginning. When you discover the news that every agent represents your price in a different way, uses a different tone of voice, and often ends on the price, you will quickly learn what I did and learn, *People Make Things Up*.

Myths about money that must be paid attention to, explained, removed, and let go.

Doesn't Work! - First give lots of value....then give the price at the last minute.

Doesn't Work! - When the customer asks for the price, put him off and don't answer until you have explained everything about the product.

Doesn't Work! - When the customer asks for the price ignore it and keep on talking.

Doesn't Work! - Answer a question with a question. What do you think it should be?

WORKS! WORKS! WORKS! - When the customer asks for the price, Say, "That's best part!"

If you believe in your product and you believe in the service you have, why wouldn't you be proud of the price? It's just that your mother told you not to talk about money, or money is the root of all evil, or some other such thing and you have based your whole communication on it.

I remember once in my very early days in the sales business, I was selling real estate. We had a practice called "being on the floor." This meant that at some point in the week, you would get selected to answer all incoming calls from the ads in the newspaper. This would give you an opportunity to obtain new clients. Everyone wanted Sunday morning of course.

One Sunday, I was answering the telephone and someone called in to ask about a property we had advertised and to my bad luck, or so I thought, this piece of property was sold before the ad could be withdrawn. The prospective client asked me, "How much is that house in the ad?" I responded with, "I am so sorry, we sold that house." The prospective client was crestfallen and just said. "Okay...good bye." My manager had overheard me and came over quickly to tell me a few well-chosen words.

\$ He asked me why did I lie to the prospective client? I said I didn't lie...he said I did. He said, I said I was sorry we sold the house. We are not sorry, we're proud of what we did. It is what we do. **We sell real estate.**

\$ He asked me why the prospect hung up? I said, he was disappointed that the house in the picture wasn't available, that's the one he wanted. My manager said, "Why didn't you offer to find him another? I said, I didn't have a chance.

My manager taught me a lot of things that day. The next time someone called on an ad, and said "How much is that house?" I said: "That was such a great house...it sold immediately. (*With a high happy tone and an excited one. Then I opened a new door about what I do have.*) It's not available but I know of another one in the same neighborhood that might be just what you want. The *best part*, it is South of the Boulevard and only \$200,000. How many bedrooms did you need?" That's the LAMA Technique in script form.

What happened next is history, but very real. I never missed another chance to "sit on the floor" and get clients. (*Sitting on the Floor* meant you got a time slot to handle INCOMING Calls.)

\$ If we sold the house, I was proud of it and I said so.

- \$ I gave the prospect a reason to continue to talk and,
- \$ I ended on a question to keep that conversation going.

People don't always want the price. But if they ask for it, you should give it to them. Then, after you give it to them, you fill the gaps so they will feel better about talking to you.

Rules to Handle Common Myths about MONEY

1. Always give the customer the price if asked.
2. It's even better to position the price not too soon and not too late, but just right.
"GOLDILOCKS?"
3. Always use name of the customer in a sentence about money. Why? Because they like their name and it's easier to listen to your price that way.
4. Never end on the MONEY! Sandwich in the price. Make it easy to take.

Example: NOT - The price is \$97.50.

GOOD Example Instead. "Jane, you picked the right one all right. The price is \$97.50 and the fact that you can put that into two monthly payments can make it even easier on your budget. Would you like the 2-payment plan?"

These are just some of the rules and ways to handle some of the myths. The most important thing to remember is to pay attention to how your customer handles the price and make adjustments accordingly. Don't make the customer fit into your reality. It's much smarter to fit your price into theirs.

Remember it is better to let the customer be right than to give the customer, the client, or anyone else for that matter an answer that *could* make them *feel* wrong. Don't take the chance. Give the customers a chance to buy. Make it easy on them to get the information they need to make a decision. Don't give them doubts, half-truths, innuendo, hedges, or put-offs. Give the customer the information but put it in between a benefit and a feature. This will give the customer the chance to be right in their own mind. This will pay off huge dividends.

Don't live by the rules that say:

"I'd rather be right than give the customer the chance to be right."

Live by the rule that if you make the customers "feel" right to talk to you, to listen to you, or to consider your ideas...they will be glad they did. **It may even save them time, money, or energy.** Change the way you talk about MONEY.

Don't make things up...Pay Attention! Then you, too can be somebody and go somewhere.