



Welcome To the New Era of
Advisory Selling!
Are You Ready For a Big Change
In How People Sell?

Advisory Selling

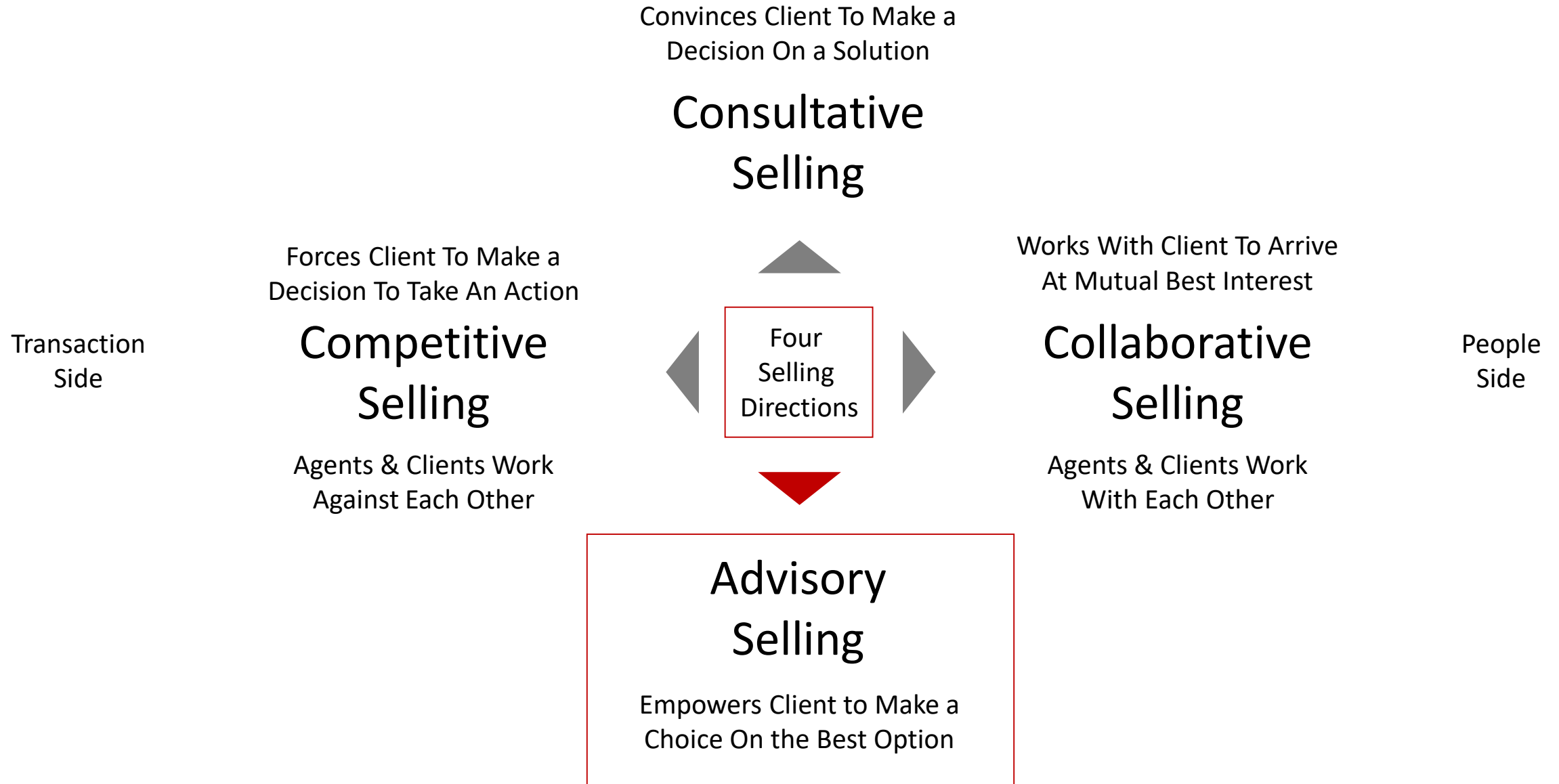
When You Learn the Language of the Advisor You Become One!

Once you develop your advisory skills, clients relate with you very differently. They see you as the advisor they cannot do without, one who is fully committed to their best interest being served.

When you become an advisor, selling becomes more efficient, effective and empowering to both client and agent. Selling becomes more enjoyable and much easier, so you naturally do better.

Four Types of Selling

Four types of selling and where Advisory Selling fits in.



Advisory Selling

We help you develop skills on the People Side of the selling equation.

No matter how well-grounded you are in a transactional process,
No matter how well you know your market and your product type,
No matter the systems you follow or how well you package materials,
No matter how advanced your technology or how big your team,

You must, first and foremost, master the People Side of Selling.
We work with you to get really good at connecting with people.

The Advisory Selling Difference

There are two sides to the selling equation – the Transaction Side & the People Side

Conventional Techniques

Are used to force a client to make a decision to take an action that serves the best interest of the agent.

Control Tactics

- Control the Conversation
- Overcome Their Objections
- Hit Their Hot Buttons

Manipulation Tricks

- Throw Them a Softening Statement
- Imply an Impending Event
- Defer to a Higher Power

Domination Techniques

- Tell Them How To Think
- Tell Them What To Do
- Tie Them Down

Intimidation/Threats

- Create Urgency
- Forecast Negative Outcome
- Set Artificial Deadline

Subjugation (Closing) Traps

- Do a Take Away
- Trial Close Alternate of Choice
- Make Them Say Thank You

Our normal selling habits can't be changed so we will have to find ways to augment them.

Two
Sides Of
Selling

In the end it is not about which one is better than the other, but rather how the two work together.

Advisory Skills

Are used to empower a client to make the most appropriate choice that serves the client's best interest.

Partnership Skills

- Evoking Rapport
- Generating the Client Project
- Forging a Client Partnership

Presentation Skills

- Strategic Analysis
- Client Project Focus
- Building Presentations

Project Launch Skills

- Defining Challenges
- Designing Projects
- Defining Rules of Engagement

Accountability Skills

- Establishing Alignment
- Initiating Action
- Reaffirming Commitments

Completion Skills

- Securing Approvals
- Executing Completion
- Celebrating Client Success

Transactional
Skills

Agent-
Centered

Deceptive
Selling

Close
a Deal

People
Skills

Client-
Centered

Inceptive
Selling

Complete
a Project

Why Advisory Selling Works?

An advisory relationship with clients is based on these Five Core Commitments:

1. Be Authentically Committed to Serving a Client's Best Interest
2. Be Genuinely Interested In Clients and Their Needs
3. Be Completely Open to Whatever Outcome Will Best Serve the Client
4. Be Fearless in Communications with Clients in the Face of the Risks
5. Be Unstoppable in the Intention to Serve the Client

Agents Connect Better with Clients

Advisory Selling is a system of practices designed to bring out the natural selling skills within everyone. With these practices, agents create a deeper connection with their clients. This is because they understand their clients' real needs and can therefore guide clients in making the right choices to achieve, or even exceed, their objectives.

Clients See Agent as Asset

The Advisory Selling practices assist agents in making the shift from self-interest to client-interest. This means being genuinely interested and authentically committed to serving the client's best interest. This means fearlessly communicating regardless of risk and being unstoppable in the intention to serve the client. Agents who live by these commitments know that they only win when their clients win. They have learned that their self-interest is best served by serving the interest of the client overall.

Agents Follow a Natural Path to Results

The Advisory Selling practices follow the natural path to results and allow agents to minimize any reliance on traditional selling tactics, tricks and traps which always undermine the natural connection between agent and client. Agents who know the practices will see them unfolding in their client conversations. If they practice the practices, they will bring out the natural skills that they already have within.

Agents Learn True Purpose of Selling

If they use the practices over time, it will alter who they are being. This means that they naturally become the better person they were always meant to be and this becomes a source of great reward, recognition and fulfillment. These agents know that they are doing good work with their clients by following the path revealed to them by the practices. In this way, they turn selling from the cheap trick it is often perceived to be into the sacred act that it is meant to be.

Agent's Good Work Makes More Money

The ultimate questions are why do we sell, to whom are we selling and what are we selling them? As natural-born sellers, which is what makes humans different from other species, it is just as easy for us to sell good products, services or assets as it is to sell defective products, sham services and over-valued assets. Knowing that you are doing good work makes work a lot more fulfilling. When work is more fulfilling, we can't wait to do more of it, we are better at what we do and our results continue to grow.

Selling Becomes a Lot More Fun For Everyone

Selling does not have to be the difficult grind it has become for many agents. Using the Advisory Selling practices, agents become naturally more efficient, effective and empowered in their relationships with clients. This makes selling more enjoyable and much easier every day.

How Advisory Selling Works?

An advisory process is built with these Five Core Commitments:

1. Build Upon Agent's Transactional Expertise
2. Develop Stronger Skills on the People Side of Selling
3. Install the Minimum Benchmarks of Activity for Success
4. Install a Systematic Skill Development Plan
5. Install Tools for Managing High Performance

Four Advisory Selling Methods

The Complete Set of Methods We Deliver to Commercial Real Estate Agents, Managers & Organizations.

Method 1

Method 2

Method 3

Method 4

Deal Foundation

[Navigating Your Game]

Deal Creation

[Generating Your Game]

Deal Conversion

[Operating Your Game]

Deal Completion

[Regulating Your Game]

Seminar 1

Gathering Your Power

[Blind Spots, Gateway, Core Values]

Seminar 1

Getting Grounded

[Creativity, Activity, Productivity]

Seminar 1

Making Initial Contacts

[Promos, Contacts, Emails]

Seminar 1

Managing Accountability

[Alignment, Action, Reaffirmation]

Seminar 2

Generating New Possibilities

[Accomplished, Needed, Possible]

Seminar 2

Building Partnerships

[Rapport, Project, Partnership]

Seminar 2

Leading Exploratory Meetings

[Preparation, Meeting, Emails]

Seminar 2

Creating Breakthroughs

[Straight Talk, Drill Down, Rebuild Trust]

Seminar 3

Positioning Your Brand

[Vision, Values, Viability]

Seminar 3

Packaging Presentations

[Analysis, Client Project, Presentation]

Seminar 3

Delivering Full Presentations

[Analysis, Delivery, Documentation]

Seminar 3

Completing Transactions

[Approvals, Completion, Celebration]

Seminar 4

Planning Your Future

[Challenges, Projects, Rules]

Seminar 4

Coordinating Events

[Emails, Messages, Surveys]

Seminar 4

Launching Client Projects

[Challenges, Project Design, Rules]

Seminar 4

Building Client Share

[Targeting, Testing, Tracking]

What Advisory Selling Produces

The application of advisory selling skills produces these Five Core Benefits:

1. **Efficiency: Do More Deals at the Same Time With Greater Ease**
2. **Effectiveness: Do More Deals With a Greater Certainty of Closing**
3. **Empowerment: Build Stronger Enduring Client Relationships**
4. **Enjoyment: Make a Lot More Money by Having a Lot More Fun**
5. **Ease: Become a Magnet for Clients Who Bring Others as Well**