

Buyer Success Program

Buyer Success is a 1-2-day comprehensive program designed for agents and associates who wish to achieve mastery of working with buyers.

Course Objectives

By the end of the course, participants will be able to:

- Develop a strong understanding of today's buyers.
- Develop a set of Buyer Tools
- Conduct an Initial Buyer Consultation
- Gain Exclusivity from Buyers
- Manage the Search
- Procure an Offer
- Manage the Buyer through the transaction

Learning Topics

- Understanding Today's Buyers - We will cover statistics as well as demographic breakdowns to understand the different types of Buyers in today's market
- What types of tools and information should you use with Buyers and when.
- The how-to's of meeting with Buyers, qualifying them and setting the frameworks for a successful working relationship
- The ins and outs of Exclusive Buyer Agency and/or Facilitation, as well as scripts, dialogues, and systems to utilize
- Managing the showing process to keep the Buyer on-track, engage and ready to write an offer
- Scripts, dialogues, and process needed to write the offer
- Create an execute plans to managing the buying process from contract to close and beyond

Timing & Delivery

The total instructional time needed to complete the program is 8-12 hours. This is most typically delivered in a 2-day classroom format with a suggested timeframe of 9:00 am to 3:00 pm to accommodate for lunch and breaks.

Contact Anne-Marie Hayward at amhayward@coachedbydesign for pricing & details.