

BELIEVE IN WHAT YOU SELL OR YOU WON'T SELL IT

I recently went into a store that sells expensive ergonomic furniture. I asked the price of a particular lounge chair. "About a thousand," said the salesperson. "About a thousand?" I questioned. "Around that." I was browsing some other choices when she went over to help someone who had just come in.

He was looking at ergonomic pillows. I heard her telling him all about these \$50 pillows: how the shape was good for your neck, what the interior material was composed of, about the hypoallergenic covering. She was selling this pillow as though it were a ...well, as though it were a thousand dollar chair.

If you don't believe in what you sell, you won't sell it. Or at least, you won't sell it frequently as you should. How can you possibly become comfortable selling a home for \$750,000, when you think anything beyond the minimum essentials is extravagant? If you think what you're selling isn't worth it, that's what will show when you try to get someone else to buy it.

There is a way to overcome this. Start looking at things from the customer's perspective. There are plenty of people who will buy a home that costs \$750,000. As a matter of fact, there are people who will pay more than they have to just for the prestige value or because of an emotional need to own a certain house. People buy things for many other reasons than price. You don't necessarily have to figure out every customer's motivation. Just understand that location, design, status, and comfort are all reasons people will spend more money on a home.

Look at your inventory and mentally note or write down all the reasons someone would want to own each property at the price it is marked. When a customer asks about a particular house, find out if any of these reasons are important to them. Then sell by focusing on that reason.

A \$1,000 chair may have seemed a luxury to my salesperson. But to someone in pain from a bad back, it would be well worth it. Seeing it in that perspective, the salesperson would have felt comfortable selling that chair at that price.

Every house on the market is there because there are people who will buy it. If there is not a niche who need a certain house at a certain price, it is taken off the market. This goes for extravagantly priced luxury homes as well as cut rate "fixer uppers." Don't second guess your customers. Sell according to their wants and needs, not yours.

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