

# How to get all of your team to upsell effectively...

rightmove 



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Online training & Qualifications  
[www.theableagent.co.uk](http://www.theableagent.co.uk)

**Establish the key benefits of your service in language your clients will respond to**

**Get commitment from your team to grow and maintain higher fees**

**Enable more sales in all areas of your business**

**Establish the key benefits of your service in language your clients will respond to**

- If you know the buyer's needs well it is easier to "SELL" when matching!
- To sell emotionally you need to sell to your customers using benefits NOT features.  
Empathy and trust are essential
- A feature is something the product does  
A benefit is how a feature improves the life of the customer.

# Buyers and sellers want solutions and results

Identify the uniqueness of:

- your product
- your service
- your company
- and yourself to help them find the right solution.

Learn to use selling phrases that pass the "so what" test..

# Good questioning

1. How many properties do you own?
2. How do you find managing them?
3. How do you find the service from your current managing agent?
4. How much do you know about legislation changes?
5. Have you had any problems letting property? Any difficult tenants?
6. When was the last time you moved? How did you find it?
7. How far have you got getting your house on the market?
8. How far have you got sorting out your finances?

# Listening

Does not come naturally to most people

Mostly, people don't listen - they just take turns to speak.

We all tend to be more interested in announcing our own views and experiences than really listening and understanding others.



# Features and Benefits

A feature is something the product does

A benefit is how a feature improves the life of the customer

**Get commitment from your team  
to grow and maintain higher fees**

# Debate fee levels with your team

- What do they consider their value?
- What could you all do differently?
  - It's hard to increase fee levels without full buy in!

46% of sellers only ask 1 or 2 agents out to see their property

Understand what sellers/ landlords want from your service

- Relate to their previous experience
- They want you to prove to them you will find a buyer/tenant!
  - Know your hot buyers / FOMO!
- Communication and expertise

87% of sellers want an agent to demonstrate their ability to sell

Only **17%** of sellers said they would always choose the lowest fee

**63.4%** wanted a straightforward process

Only **7.8%** of sellers said they fully understand the market appraisal process

# Ban the phrase Free Valuation.....!

Think about each stage of the market appraisal process.

- Have the staff demonstrated expertise at the point the appointment was booked in?
- Has the lister demonstrated expertise during the appointment?
- Does your marketing stand out?
- Did you leave the seller with FOMO?
- Did you do a pre call prior to the appointment and a follow up?
  - Did you ask why you didn't succeed?
- Did you generate the market appraisal?
- Did the team impress the seller on viewings?
  - Have we demonstrated what we would do if we sold theirs?

**The greatest compliment a customer can pay you is to describe you as "professional."**

Don't worry about being liked - be respected.

Customers buy from you because they are prepared to trust you.

Build the team's knowledge and confidence and gain confidence in fee levels.

# Sun Tzu – The Art of War

“If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat.”

Understand your own service and be confident in your results:

- Fall through rates
- Void periods
- Sales progression time scale
- Speed of sale
- Asking prices achieved
- Full management services includes.....

**Enable more sales in all areas  
of your business**



# Cross selling

Take away phone tunnel vision?

Every call in every department is an opportunity.

**After speaking to a client think...**

Did I create a sales opportunity from this call?

Did I generate more business

Did I solve their query?

# Take time to business generate

- Structure it into the day
- Review performance
- Identify training needs
- Network
- Social media and email marketing

# Remember to ask for the business

Attempts to get business agreed are too vague.

Plan your closing and if in doubt keep it simple.

“Based on what we have discussed my advice would be”

# Build a pipeline of business

Use your reporting tools

- Instructions
- mortgage leads
- Auction leads
- Property management

Incentivise the team to generate business.

47% of sellers said they would be prompted to sell if they saw a property like theirs going for more than they would expect!

Monitor and review staff performance

Monitor CRM and client data

# Thank you

Leave a question in the control panel  
Email us at: [Hub@rightmove.co.uk](mailto:Hub@rightmove.co.uk)  
Leave us your feedback in the survey



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