



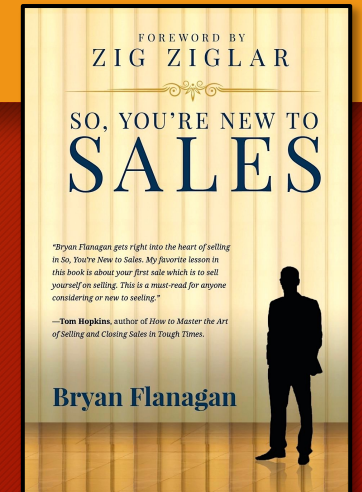
FLANAGAN
—TRAINING GROUP—

Selling with Certainty

Bryan Flanagan

flanagantraining.com

Bryan@flanagantraining.com



“Everyone makes a living selling something!”



Likes and Dislikes

Likes

Dislikes

Likes and Dislikes

Likes

Helping Others
Closing the Sale
Money

Dislikes

Likes and Dislikes

Likes

Helping Others
Closing the Sale
Money

Dislikes

Rejection
Pressure
Uncertainty

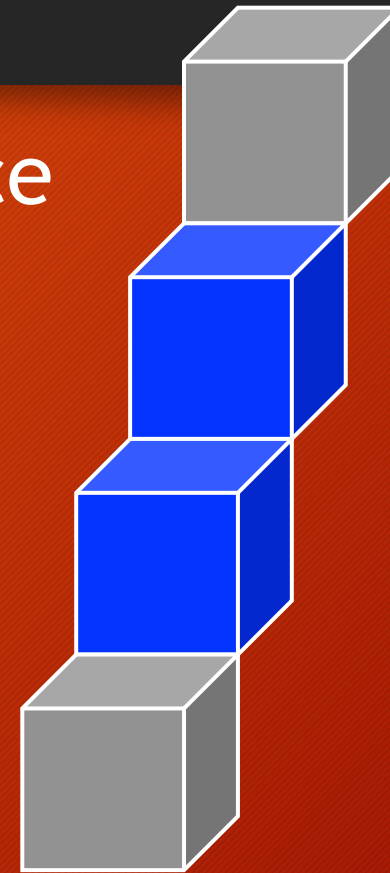
The Four Stages of Growth

Unconscious Competence

Conscious Competence

Conscious Incompetence

Unconscious Incompetence



Where are you on the Growth Stage Diagram?

Bryan's Objectives

- Sell more!!!
- Build better business relationships
- Avoid the #1 Sales Mistake
- Sell your *value*
- Implement a proven sales P.R.O.C.E.S.S.
- Gain **greater confidence** as a sales pro
- Have fun as we learn!

What you sell:

1.

2.

3.

What your clients want:

- 1.

- 2.

- 3.

What you sell:

Myself, My Company, My Product/Services

Advice, Knowledge, My Brand

Mortgages, Services, Our Systems/Process

What your customers want:

Trust, Peace of Mind, Speed

Value, Relationship, Convenience

“I want this to be easy for me and my spouse!”

A ‘WOW’ Experience via Mid America Mortgage

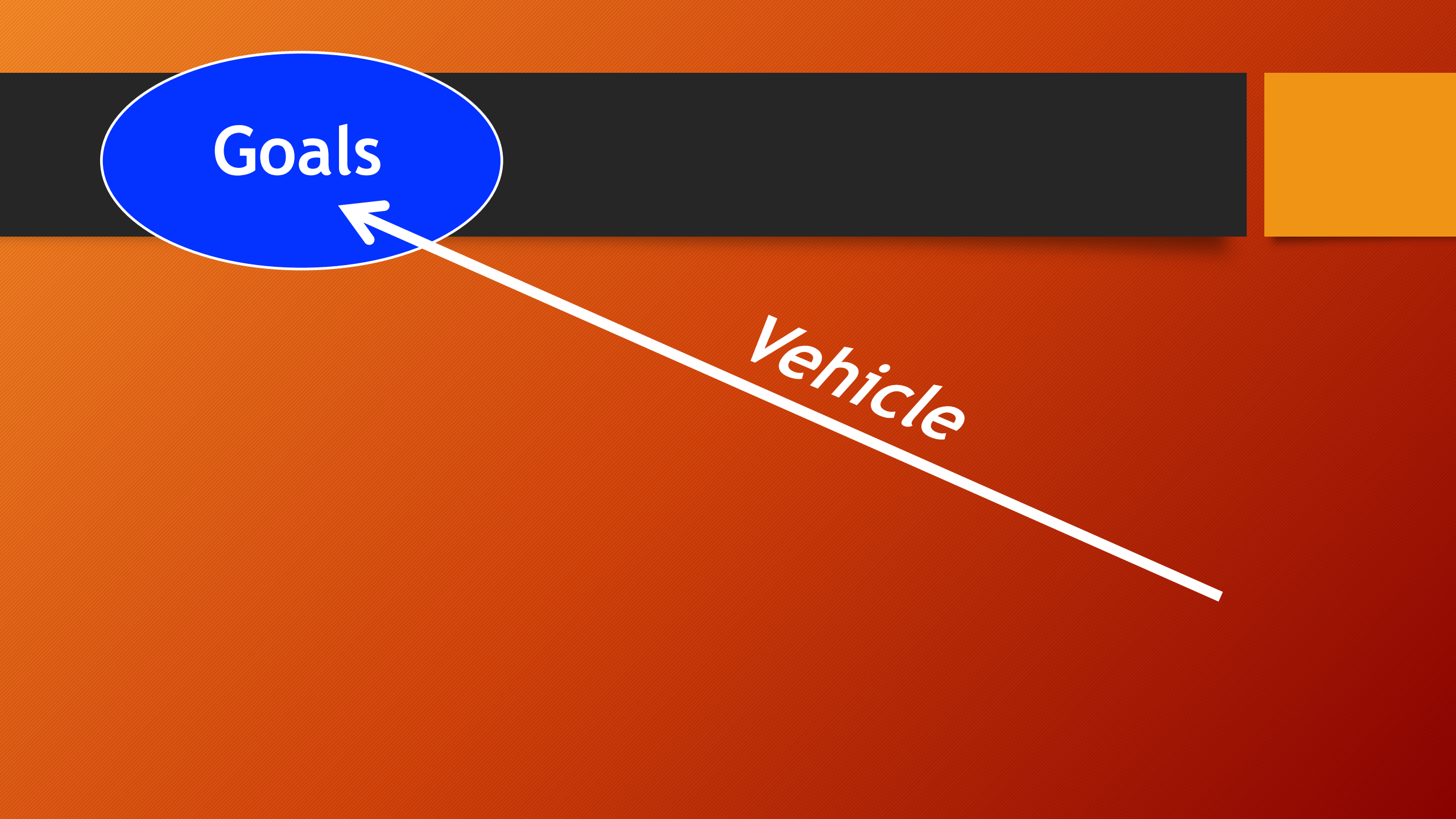
Your lists *MUST* match!

Three selling words:

- Value
- Advantages
- Benefits

Goals

Vehicle



Selling Principles

- Selling is a **process**, not a personality, not social media!
- You make more money solving problems than you do by selling a product or a service!
- You should know more about your client (relator, loan partner, homeowner) than you do about your product.
- Whoever has the most information has the most influence!

The Sales P.R.O.C.E.S.S.

Plan, Prepare, Prospect

Relate to the realtor, the client

Open a conversation

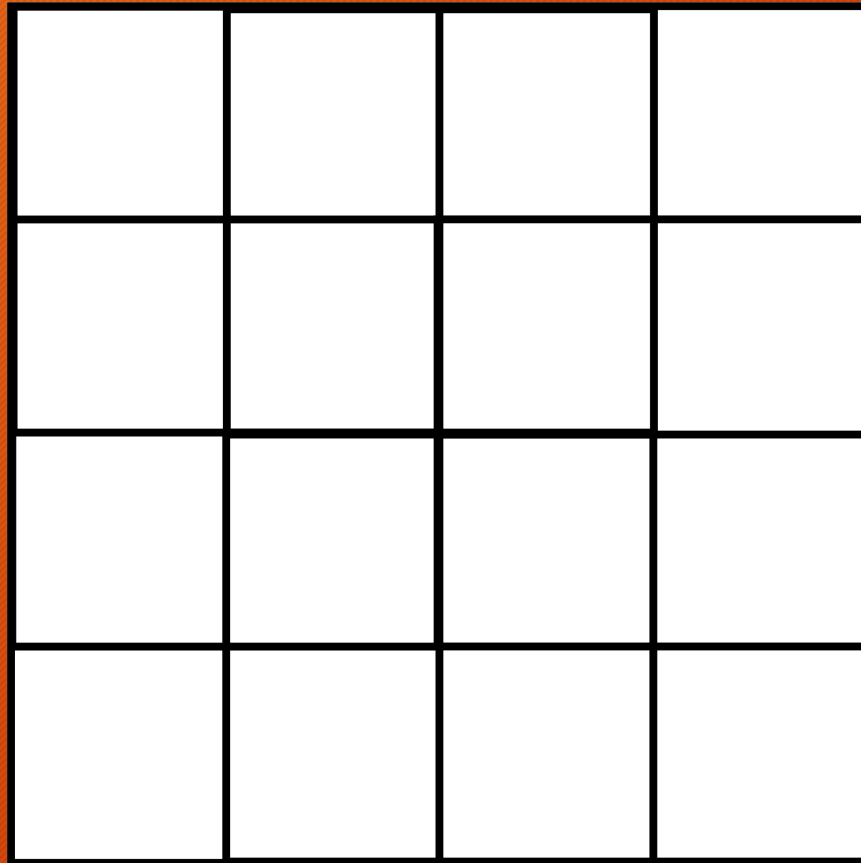
Confirm the prospect's needs

Explain your recommendation

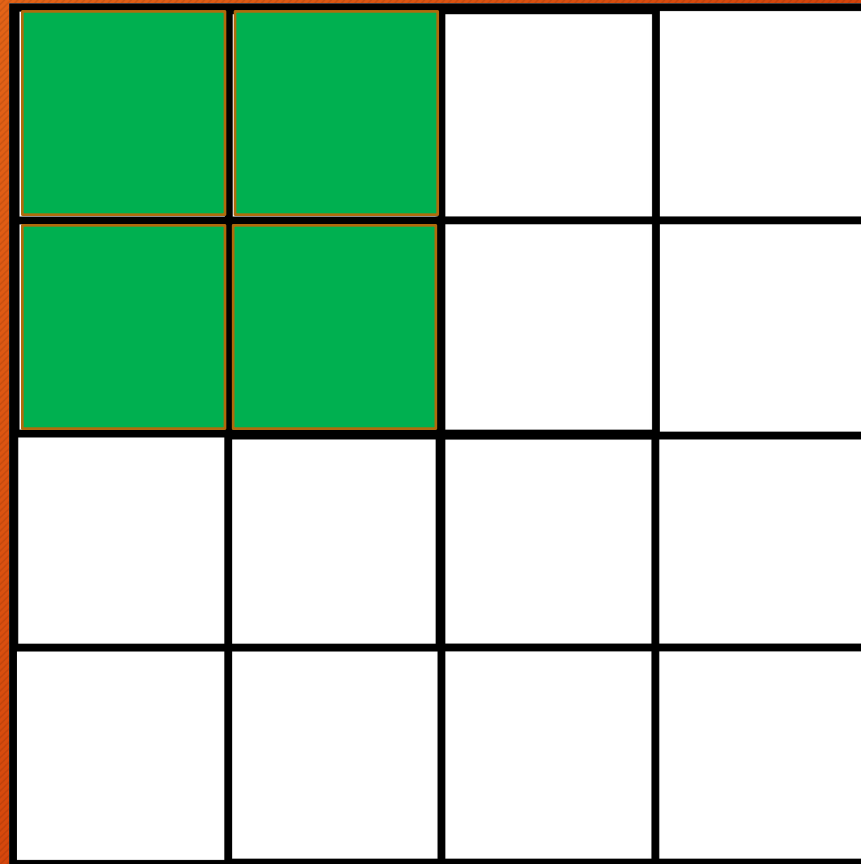
Sell the **value** of your solution

Simply ask for the objective

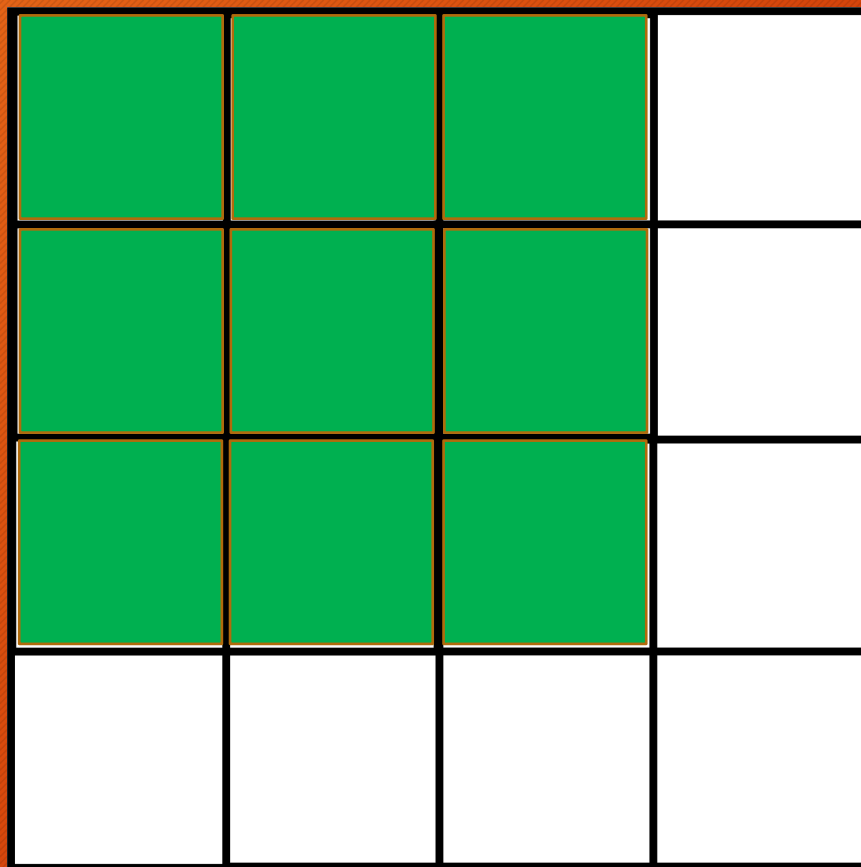
How many squares do you count?



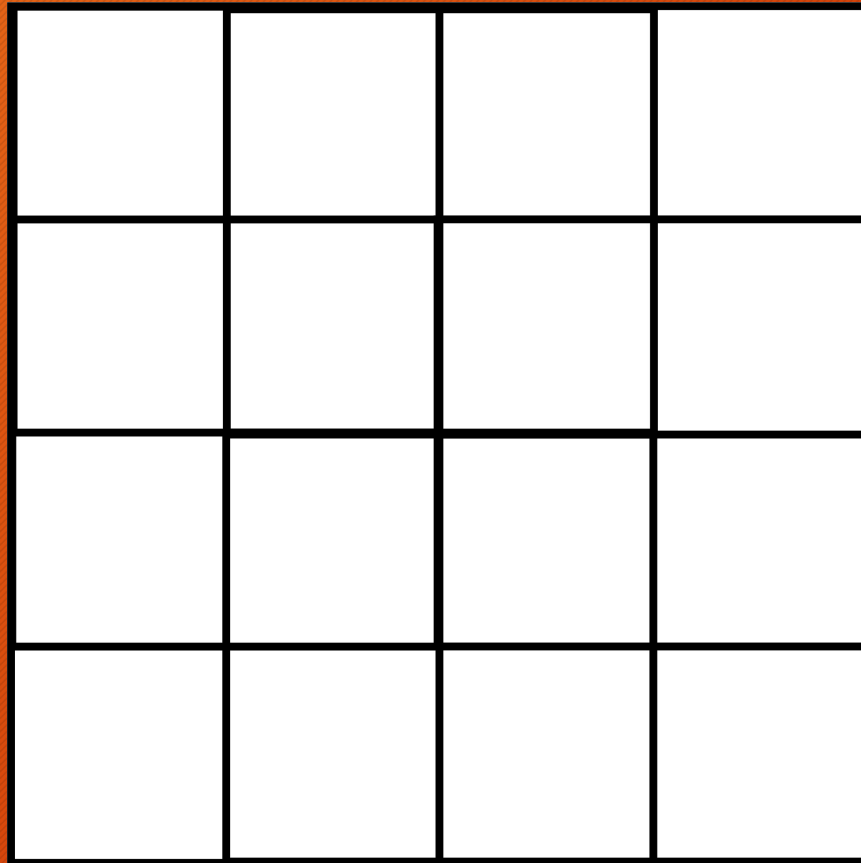
How many squares do you count?



How many squares do you count?

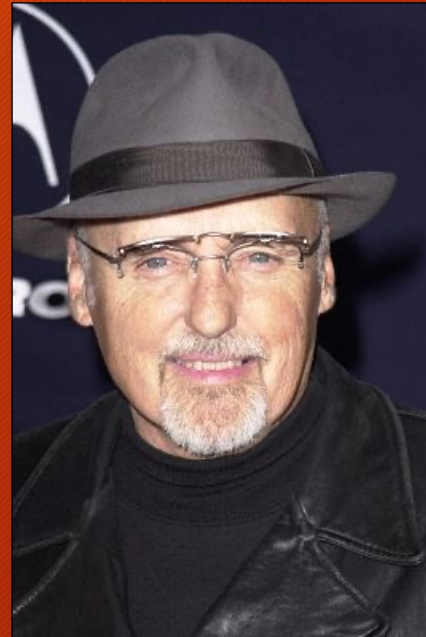


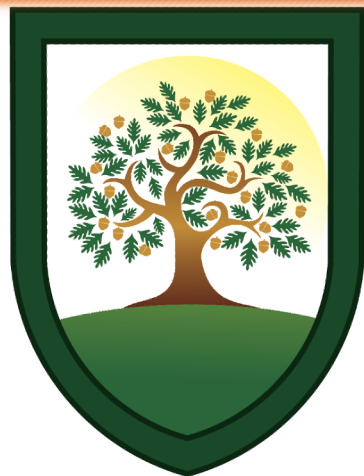
How many squares do you count?



Learn Your Craft

Inside the “Actor's Studio” and Dennis Hopper





FLANAGAN
—TRAINING GROUP—

Bryan Flanagan

3912 Wilshire Drive Plano, Tx 75023

214.505.5109

flanagantraining.com

Bryan@flanagantraining.com