



REALTOR®

**Association
Executives Institute**

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Mapping the Commercial Culture

Presented by:
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Longwood, FL

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MAPPING THE COMMERCIAL CULTURE

Presented by
MICHAEL J. LIPSEY





QUESTIONING SKILLS

Presented by
MICHAEL J. LIPSEY



ASKING THE PERFECT QUESTION

3 Stages of Setting Up a Question

- Make a factual statement that cannot be refuted
- Make a personal observation that reflects your experience and creates credibility
- Now ask the perfect open-ended question



ASKING THE PERFECT QUESTION

10 Powerful Opening Questions

1. "What do you look for...?"
2. "What have you found...?"
3. "What has been your experience...?"
4. "How have you successfully used...?"
5. "How do you propose...?"



ASKING THE PERFECT QUESTION

10 Powerful Opening Questions

6. "How do you determine...?"
7. "Why is that a deciding factor...?"
8. "What makes you choose...?"
9. "What do you like about...?"
10. "Are there other factors...?"





PRESENTATIONS THAT WIN!

Presented by
MICHAEL J. LIPSEY



PRESENTATIONS THAT WIN

Best Practices

- Use their Mission Statement in the early part of the tour or presentation
- Have major proposals reviewed by peers
- Demonstrate how you would use teams
- Continuous feedback
- Close when appropriate



PRESENTATIONS THAT WIN

THE SIX "C's"

- Comfortable
- Confident
- Conversational
- Concise
- Customize
- Cool Room



PRESENTATIONS THAT WIN

15 Things Your Audience Really Wants

- Your audience wants you to ..be prepared
- Your audience wants you to ..be knowledgeable
- Your audience wants you to ..have a simple message
- Your audience wants you to ..stay focused
- Your audience wants you to ..give them tools they can use today



PRESENTATIONS THAT WIN

15 Things Your Audience Really Wants

- Your audience wants you to ..provide an agenda
- Your audience wants you to ..provide logical steps
- Your audience wants you to ..Recap, recap...
- Your audience wants you to ..model the behavior
- Your audience wants you to ..connect



PRESENTATIONS THAT WIN

15 Things Your Audience Really Wants

- Your audience wants you to ..move
- Your audience wants you to ..lead
- Your audience wants you to ..entertain
- Your audience wants you to ..give concrete examples
- Your audience wants you to ..present to the entire group





NEGOTIATING TACTICS

Presented by
MICHAEL J. LIPSEY



Negotiating Tactics and How to Neutralize Them

Tactic: Big Pot/Overload
They ask for more than they expect to receive.

Neutralizer: Smoke Out or Set Priorities.
Find out what they really want.



Negotiating Tactics and How to Neutralize Them

Tactic: The Bogey
"I love you but...".
Trades emotion for economics.

Neutralizer: The Mirror
"I love you too but..."



Negotiating Tactics and How to Neutralize Them

Tactic: The Bone
Give concessions now...
We have more big business down the road.

Neutralizer: Contract for the future
business or give credit.



Negotiating Tactics and How to Neutralize Them

Tactic: Car Salesman / Plateau Negotiating

They create the perception you got a great deal!

Neutralizer: See the “wizard” yourself.



Negotiating Tactics and How to Neutralize Them

Tactic: Cherry-Picking

Obtain bids from several area competitors – pick best of all to make you compete against.

Neutralizer: Ask for specifics and / or Present Your Features and Benefits



Negotiating Tactics and How to Neutralize Them

Tactic: The Crunch or 11th Hour Squeeze

They don't sign the lease!
They wait for you to give up more concessions.

Neutralizer: Empty Cupboard (there isn't anything left), Moral Appeal (prepare in advance for this), or Reversal (what do we get in return – high risk)



Negotiating Tactics and How to Neutralize Them

Tactic: Emotion
The angry parent surfaces!

Neutralizer: Humor (high risk)
Enter Your Angry Parent (high risk), or
Don't Get Hooked – stay in your adult state



Negotiating Tactics and How to Neutralize Them

Tactic: Exploding Offer

Neutralizer: Moral Appeal



Negotiating Tactics and How to Neutralize Them

Tactic: Ice Pick

Lead you to believe you are very close to the deal
“Hidden Agenda & The Good Cheerleader”

Neutralizer: Don't get sucked in early
(get notes prior to meeting) or “The Salami”
(what else is on their mind before you
commit).



Negotiating Tactics and How to Neutralize Them

Tactic: The Nibbler

The negotiation is almost done and they ask for one concession at a time over a period.

Neutralizer: Moral Appeal or Give and Take





BUSINESS DEVELOPMENT

Presented by
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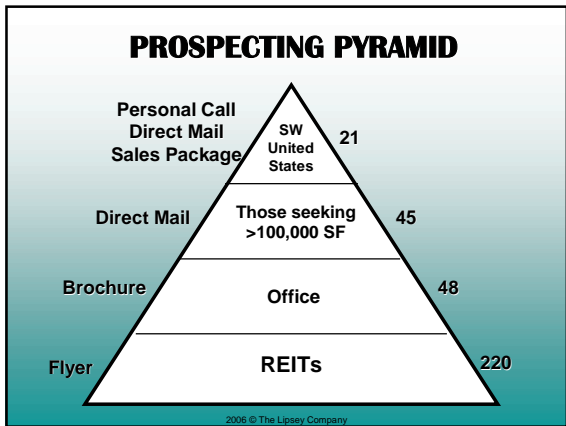


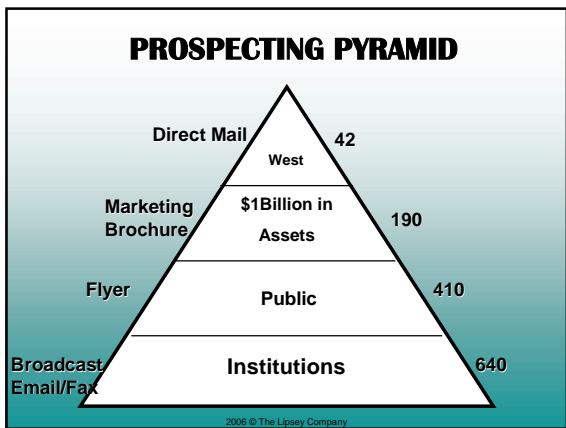
SALES BENCHMARKS

1. Leases Signed
2. Negotiations
3. Letters of Intent
4. Proposals
5. Site Visits
6. Contacts
7. Units of Activity



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ASSUMPTIONS

1	Closing will require..
2	Contract Negotiations
4	Letters of Intent
24	Showings
54	Package Mailings
250	Contacts
5,000	Units of Activity

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INVESTMENT SALE PLAN/ACTUAL						
ACTIVITY	Jan Plan	Jan Actual	Feb Plan	Feb Actual	March Plan	March Actual
Units of Activity	833	830	833	830	833	769
Contacts	35	35	42	40	48	45
Package Mailings	15	10	15	12	3	3
Showings	2	1	6	4	2	3
Letters of Intent	-	0	1	0	1	1
Contract Negotiations						
Closings						

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INVESTMENT SALE PLAN/ACTUAL						
ACTIVITY	April Plan	April Actual	May Plan	May Actual	June Plan	June Actual
Units of Activity	833	824	833	800	833	787
Contacts	48	40	42	35	35	31
Package Mailings	3	2	3	3	3	3
Showings	6	4	6	3	2	3
Letters of Intent	2	2	1	1	-	2
Contract Negotiations					1	1
Closings					1	0

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LEASING / SALES PLAN						
Short Form - Create Your Own						
ACTIVITY	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6

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TEAM BROKERAGE

Presented by
MICHAEL J. LIPSEY



2007 SEASON TEAM SCOREBOARD

TEAM MEMBER	ACTIVITY	JAN	FEB	MAR	APR	MAY	JUN
Lic. Marketing Assoc.	1,000 emails/ month - <u>Plan</u>	1,000	1,000	1,000	1,000	1,000	1,000
Lic. Marketing Assoc.	1,000 emails/ month - <u>Actual</u>						
Broker Associate	200 Researched Calls/ month - <u>Plan</u>	200	200	200	200	200	200
Broker Associate	200 Researched Calls/ month - <u>Actual</u>						
Team Leader	200 Calls to Senior Level/month - <u>Plan</u>	200	200	200	200	200	200
Team Leader	200 Calls to Senior Level/month - <u>Actual</u>						
Team Leader	10 Presentations/ month - <u>Plan</u>	10	10	10	10	10	10
Team Leader	10 Presentations/ month - <u>Actual</u>						
Team Leader	2 Lease Negotiations/ month - <u>Plan</u>	2	2	2	2	2	2
Team Leader	2 Lease Negotiations/ month - <u>Actual</u>						
Planned Cumulative Totals/Signed Leases		1	2	3	4	5	6
Cumulated Revenue		\$160K	\$320K	\$480K	\$640K	\$800K	\$960K

2007 SEASON TEAM SCOREBOARD

TEAM MEMBER	ACTIVITY	JUL	AUG	SEP	OCT	NOV	DEC
Lic. Marketing Assoc.	1,000 emails/ month - <u>Plan</u>	1,000	1,000	1,000	1,000	1,000	1,000
Lic. Marketing Assoc.	1,000 emails/ month - <u>Actual</u>						
Broker Associate	200 Researched Calls/ month - <u>Plan</u>	200	200	200	200	200	200
Broker Associate	200 Researched Calls/ month - <u>Actual</u>						
Team Leader	200 Calls to Senior Level/month - <u>Plan</u>	200	200	200	200	200	200
Team Leader	200 Calls to Senior Level/month - <u>Actual</u>						
Team Leader	10 Presentations/ month - <u>Plan</u>	10	10	10	10	10	10
Team Leader	10 Presentations/ month - <u>Actual</u>						
Team Leader	2 Lease Negotiations/ month - <u>Plan</u>	2	2	2	2	2	2
Team Leader	2 Lease Negotiations/ month - <u>Actual</u>						
Planned Cumulative Totals/Signed Leases		7	8	9	10	11	12
Cumulated Revenue		\$1,120K	\$1,280K	\$1,440K	\$1,600K	\$1,760K	\$1,920K

