

THE **4** STEPS TO A **R.E.A.L.** LISTING CONVERSATION



www.ThePowerProgram.com

1 RAPPORT.

Be present - focus on them, not yourself.
Show them that you care!

2 ENGAGE THEM.

Ask a lot of questions!
Find out what they are committed to.

3 ADVISE THEM.

Coach them based on what they are committed to.
Use your *Listing Conversation Book*.

4 LIST THEM.

Invite them to take action based on what they are committed to and not their “box.”
Assumptive start filling out the form.

Learn more at www.ThePowerProgram.com