



**REALTY-SUCCESS**  
**SYLVIA PERREAUT**



OCTOBER 01 2010

**EDITION 3, NUMBER 9**

IF YOU ARE HAVING DIFFICULTIES READING THIS MESSAGE, [PDF](#) ([FRANÇAIS](#))

[www.immo-succes.com](http://www.immo-succes.com)

**Read the Realty Reality of the Month Archive**

***Tricks of the Trade:***

"It's important that buyers feel they're the ones who decide and make the right choice."

**Your REALTY-SUCCESS Affirmation of the Month:**

"The quality of your services and how to sell is the key to success!"

**REALTY-SUCCESS In your area! Our Mini-Conference is the way to go!**

Conference (30 minutes) that can be given in your area or at your office. For more information, visit the Training and Conferences page at [www.immo-succes.com](http://www.immo-succes.com) or call us : 450-661-3480

**Realty-Success Quote of the Month**

"We do not sell at all with pressures, in fact, we dare to ask!"

**The Realty Reality of the Month: October 2010**

To Read This Month: **Do you weigh your words?**

News from Sylvia: It's training time!

Don't forget: **The REALTY-SUCCESS  Response of the month!**

**Do you weigh your words?**

An Amazing Salesperson does!

Expressing yourself with a positive attitude makes all the difference in sales!

There's no way to hide it, there are some words that are a little scary in our real estate jargon!

They should be used during our sales at the right time and we need to know the dose and measurement depending on the maturity of our prospect way to purchase.

Here's a preview of "**words fraught with meaning**":

<b>Expressions and words to avoid:</b>	<b>Replace them with the following positive expressions:</b>
Cost or price	Investment value required
Deposit or down payment	Initial investment, courtesy advance
Monthly payment	Monthly Investment
Contract	Form of agreement or agreements, written document that reflects the desire of 2 parts
How much is it worth? (Value)	Here is what a buyer might pay today for a product like yours
Trying to sell	Looking for a buyer
Sale (Vendors)	Find a buyer
Buy	Acquire or possess, obtain
Sale (buyers)	To gain, to benefit, to qualify, offer, propose
Sale	Transaction, agreement, arrangement, commitment, agreement, contract
Sign	Approve, authorize, record, validate, collaborate
The sale, pitch, pitch	Presentation, demonstration
Deal	Opportunity, chance, occasion
Solicitation	Prospecting, relationship networking

It is important to understand that our intention isn't to lie to our customers but to present things in the most positive way possible and monitor the evolution of their decisions.

The more you use expressions that are engaging, but positive in the direction, the better your chances of a successful transaction.

You will give your client a chance to tame the big decision.

The most loaded words will be used only when the purchase or sale is going to be

**You need motivation and private coaching tailored to your needs?**

A full winning program in English with material and content designed for Brokers and agents!

Learn more :

Call:

450-661-3480

**Have you watched Sylvia's New Video? Great tips!**

Free! Read

**Your Realty-Success gift for 2010:**

[Realty-Success Business Plan](#)

[Realty-Success Budget Worksheet](#)

["The 15 Fundamentals for Realty Success"](#)

[80 Things Your Agent Does To Sell your house!](#)

Please pass this information along to anyone in your contact management system that you feel would benefit from reading it.

Follow

Sylvia Perreault to learn more everyday!



Copyright © 2010 Immo-Succès © Realty-Success, Canada [www.immo-succes.com](http://www.immo-succes.com)

acquired. It's the difference between not scaring them at the very beginning and having them ready to make a commitment!

The emotion conveyed through your words count as much in your message:

- Demonstrate your neutrality of indifference, but don't be apathetic!
- Too much enthusiasm can be too pushy.
- Impatience and intolerance demonstrate a lack of empathy.

Briefly, this involves measuring the perception of yourself and your actions from the other side and making sure you are taking things one-step at a time!

I hope you take the road to success and never forget that you are a good salesperson and be proud of it. You are honest and motivated. Do not let anyone believe otherwise, especially not yourself. I wish you REALTY-SUCCESS!

***Much Love and Great Fall Season, Sylvia***

**News from Sylvia!**

**It's time for training!**

**Can you afford to miss our training?** I continue our great fall [lineup](#), sign up quickly because of limited seating! (French)

**October 14, 2010 - Back! Painless Prospecting!**

**October 28, 2010 – Let's talk Prices!**

**Montreal:** [Hotel Ruby Foo's, Rue Décarie, Montreal](#)

Follow this link for dates and to print the registration form soon! [Here!](#)

Or, for more information: [info@immo-succes.com](mailto:info@immo-succes.com) - 450-661-3480

I'm getting ready for my trip to Iran!  
<http://irmba.org/webui/page.aspx?id=21>



**Get the Info on how to get a FREE visit from Sylvia!**

**Brokers, owners and managers:** Get information on receiving a free visit from Sylvia! For a coffee and a corner of your office, she will motivate your agents for thirty minutes with advice, ideas, and anecdotes only she can tell! Be the first to reserve a spot by calling 450-661-3480.

**More Listings, more Sales!**

**Need an International acclaim speaker in Sales and Success?**

**Contact us now!**

**It would be a pleasure to verify our availability with you!**

(450)661-3480

[info@sylviaerreault.com](mailto:info@sylviaerreault.com)

**🔑 Responses for Realty-Success!**

Objection	🔑 Response	Close the discussion and sign
<b>You always have nice words, you the salesperson!</b>	<p>☺ Indeed, it takes to convince your buyer!</p> <p>I am proud to be a seller and I look forward to positively influence your next buyer to the idea of buying your property!</p> <p>Mr. and Ms. Sellers, I sincerely believe that you have found the broker who will help you close a deal and have a pleasurable, worry-free experience — which I'm sure is what you want. ☺</p>	<p>Then, <b>let's simply sign the contract...</b> so that I can help you get what you want... as soon as possible ... that would be excellent no?</p> <p>☺ ☺ ☺ ☺</p> <p><b>Sign the contract here!</b></p>

You have questions, testimonials or need more information, email me at: [info@immo-succes.com](mailto:info@immo-succes.com)  
As a subscriber to the IMMO-SUCCESS month, you have the privilege to receive this email. If you no longer wish to receive emails you can unsubscribe. Reply to this email indicating in the subject box: "Please Unsubscribe".