

1. The most important sale

- You must be utterly convinced and believe in what you're selling so strongly that you become _____ un reasonable _____ about it.
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- True or False: Grant says, "To the degree you are sold, you will sell." The bottom line is, if you are not selling to some degree, you're not sold. true
- While many products tend to offer similar benefits to yours, you must be sold that your product, service, or idea is somehow superior. You have to be _____ on the fact that what you're selling is better than all other options.
- be 100% certain
- Use customer service gap to overcome rate objections down the street. Be 100% sold that being a broker we can shop 50 different banks and find the best product for them. Remember the lowest rate doesn't always mean the best product/service.
- Make a list of what makes you and the product/customer service different from the market.

2. Conviction is the make/break point

- True or False: The amount of conviction that you have regarding your product, its value, your company, and its value, and you and your value is more important than the conviction that others have about their facts and figures. True
- True or False: If you really want something great to happen you've got to be unreasonable, even if it means convincing yourself beyond reason that what you have is better. True
- True or False: A sale is made when your conviction and belief about something is stronger than another's, at which point they give up some of their conviction and become convinced of yours. True
 - Ask yourself why should they buy a home loan? Why should they but it now instead of waiting? Why should they spend more on you?

3. 90-day phenomenon

- True or False: Not selling is also a form of selling, just in reverse. True
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- What are the two reasons that cause the ninety-day phenomenon?
- He is now trying to sell something that he is no longer sold on. Also, the individual is being told to do something that does not align with his own personal agreement.
- After 90 days there is a likelihood that you've become discouraged if you've not seen success. Ask yourself if you're still sold like the first week you took the commitment. Have you received bad advice and forgot what exactly got you the success you were originally getting?
- You need to be 100% sold again and start taking the same actions that worked in the first 30 days. Pick up the phone and start calling agents/DM them on social media.

4. Put your money where your mouth is!

- True or False: It is better to sell how great something is than to tell of your experience with how great it is. False
- Owning the product, you represent is a _____ difference between a salesperson that is completely sold and one who is trying to sell his products. Major
- True or False: If you are completely sold, you won't concern yourself with the money. You'll buy the product. There is no exception to this rule ever! True
- Let's work on getting you into a house. This will allow you to connect with an agent and they can work your personal deal. If you've already got a primary, let's work on getting you into an investment house with a DSCR loan. Again, this will allow you to connect with an investor, or a real estate agent for the investment loan. You must be sold own the product to be able to sell it!