

Brian Ernst's Seller Intake Form (brian@brianernst.net 630-730-0838)

Referral?: ☐ Yes ☐ No Source: _____ Marketing Sources: _____

Names (All names and decision makers): _____

Property Address: _____

Cell Phone: _____ Email: _____

Cell Phone: _____ Email: _____

Bedrooms: _____ Baths: _____ Stories/Style/Detached: _____ Sq Ft: _____ Garage: _____

Basement: **Y / N** Finished: **Y / N** Basement: bed/baths/full/partial: _____ Sprinkler: **Y / N** Subdivision: _____

☐ Where are you moving to? (Leaving the area? Looking for a larger or smaller home?)

☐ Oh, by the way, what caused you to call _____ (agent)?

☐ Why are you selling? **(1. They want to sell)**

☐ By the way, do you have an agent to help you in (town)? Maybe _____ (agent) will know someone who can help you?

☐ When do you want to sell? You probably want to get moved (before/after school, Christmas, whatever)?

☐ Have you made any improvements? Could you tell me a little about your home? **(2. Ballpark market analysis)**

☐ What needs to be updated or repaired in your property? How would you rate your home on a scale of 1-10? What would make it a 10?

☐ What price would you like to sell your home for? Just curious, how did you come up with that price? **(3. You ask how much they want)**

☐ Who else are you talking with about selling your home? (spouse, friends, family, agents, lenders, attorneys)

☐ How much do you owe? Do you have any liens, judgments, bankruptcies and/or lawsuits pending? **(4. Pre-qualified on the phone)**

☐ What other properties do you need to sell, or know of that need to be sold?

☐ Let me go ahead and make an appointment for you and your spouse (if applicable) to meet with (agent). (He/She) will want to see the home with both of you there and it's better in daylight. Would _____ time or would _____ time work better...? Be sure to have the key and any paperwork (appraisals, square footage, floor plan, PLAT of survey) handy. **(5. Decision makers present) (6. Enough time scheduled)**

Agent: _____ **Date:** _____ **Time:** _____ (2 hour time frame)

☐ If you like everything you see and hear when you get together with _____ (agent), and the price feels right, would there be anything preventing you from getting your home on the market? **(7. Objections to overcome?)**

☐ What are all your email addresses and phone numbers? (for exclusive marketing plan and appointment reminder for all decision makers) **(8. Pre-appointment package sent)**

Sales Psychology Training Guide: Mastering Sales Questions

Introduction

This guide will walk you through the psychological reasoning behind key sales questions, their effectiveness, and how to apply them in real-world scenarios. By mastering these techniques, you will improve your ability to build rapport, qualify prospects, handle objections, and close deals more effectively.

1. Building Rapport & Understanding Motivation

Question: "Where are you moving to? (Leaving the area? Looking for a larger or smaller home?)"

- **Psychology:** Open-ended question that encourages prospects to share personal details, building trust and providing insights into their needs.
- **Application:** Use this to gather information without seeming pushy. The more they talk, the more likely they are to trust you.
- **Source:** *SPIN Selling* by Neil Rackham – emphasizes open-ended questions to uncover client needs.

Question: "Oh, by the way, what caused you to call _____ (agent)?"

- **Psychology:** Encourages the prospect to articulate their thought process, reinforcing their own commitment.
- **Application:** Ask casually, allowing them to confirm their own decision-making.
- **Source:** *The Challenger Sale* by Matthew Dixon & Brent Adamson – explains how to guide prospects by challenging their assumptions.

Question: "Why are you selling?"

- **Psychology:** Directly addresses motivation, allowing the agent to tailor their pitch accordingly.
- **Application:** Once you identify their pain points (downsizing, relocating for a job, etc.), frame your solution around those needs.
- **Source:** *Start with Why* by Simon Sinek – emphasizes uncovering motivations.

2. Identifying Decision-Makers & Creating a Sense of Urgency

Question: "By the way, do you have an agent to help you in (town)? Maybe _____ (agent) will know someone who can help you?"

- **Psychology:** Softly introduces a solution while ensuring they are not already committed to another agent.
- **Source:** *Influence: The Psychology of Persuasion* by Robert Cialdini – explores how social proof and authority influence decisions.

Question: "When do you want to sell? You probably want to get moved (before/after school, Christmas, whatever)?"

- **Psychology:** Uses time constraints to create urgency, increasing commitment.
 - **Application:** Adjust your response based on their timeline to reinforce a smooth transition.
 - **Source:** *Predictably Irrational* by Dan Ariely – details how time-sensitive choices impact behavior.
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3. Gathering Information & Handling Pricing Discussions

Question: "Have you made any improvements? Could you tell me a little about your home?"

- **Psychology:** Encourages the homeowner to talk about their investment, making them emotionally attached to the sale.
- **Application:** Listen carefully for upgrades that can add value.
- **Source:** *How to Win Friends and Influence People* by Dale Carnegie – teaches making prospects feel important.

Question: "What price would you like to sell your home for? Just curious, how did you come up with that price?"

- **Psychology:** Uses anchoring to test their reasoning. Many sellers have unrealistic expectations.
- **Application:** If their price is high, guide them to a realistic range using comparative market analysis.
- **Source:** *The Challenger Sale* – teaches how to help prospects rethink assumptions.

4. Overcoming Objections & Closing the Deal

Question: "Who else are you talking with about selling your home? (spouse, friends, family, agents, lenders, attorneys)"

- **Psychology:** Identifies decision influencers and potential objections early.
- **Source:** *SPIN Selling* – explains identifying key decision-makers.

Question: "How much do you owe? Do you have any liens, judgments, bankruptcies and/or lawsuits pending?"

- **Psychology:** Pre-qualification question ensuring financial feasibility.
- **Source:** *The Psychology of Selling* by Brian Tracy – covers pre-qualifying leads.

Question: "What other properties do you need to sell, or know of that need to be sold?"

- **Psychology:** Referral strategy that taps into networking and social proof.
- **Source:** *Endless Referrals* by Bob Burg – discusses effective referral techniques.

Question: "Let me go ahead and make an appointment for you and your spouse to meet with (agent). Would _____ time or would _____ time work better...?"

- **Psychology:** Uses the assumptive close, making it easier to say yes.
- **Source:** *The Art of Closing the Sale* by Brian Tracy – covers alternative-choice closes.

Question: "If you like everything you see and hear when you get together with _____ (agent), and the price feels right, would there be anything preventing you from getting your home on the market?"

- **Psychology:** Preemptively uncovers objections before they arise.
- **Source:** *The Psychology of Closing* by Zig Ziglar – discusses objection handling.

Question: "What are all your email addresses and phone numbers?"

- **Psychology:** Creates commitment bias—once they provide contact details, they are more likely to continue with the process.
- **Source:** *Influence: The Psychology of Persuasion* – explains commitment and consistency principles.

Conclusion

By mastering these questions and understanding the psychology behind them, sales professionals can significantly improve their conversion rates. Use these strategies consistently to build trust, handle objections, and close deals more effectively.

Next Steps:

- Practice these questions in real-world scenarios.
- Adapt them to your unique selling style.
- Continuously refine your approach based on customer responses.

Bonus Reading List:



1. *SPIN Selling* – Neil Rackham
2. *The Challenger Sale* – Matthew Dixon & Brent Adamson
3. *Influence: The Psychology of Persuasion* – Robert Cialdini
4. *The Psychology of Selling* – Brian Tracy
5. *Never Split the Difference* – Chris Voss
6. *How to Win Friends and Influence People* – Dale Carnegie

By integrating these principles into your sales process, you will become a more persuasive and effective salesperson.

You're a Broker or Agent Who's Put in the Work... So Why Haven't You Broken Six Figures Yet?

You've been in real estate for a while.

You've shown up, done the open houses, answered the calls, followed up on leads.

But despite your effort, you're still stuck below that **\$100,000 per year** mark.  

You're not new to real estate. You're experienced.



But you're realizing experience alone doesn't lead to consistent income.



What you're missing is the **structure, systems, and strategy** top producers rely on.  

That's Where I Come In



I'm **Brian Ernst**, a high-performance real estate coach and **#1 international bestselling author**.









I've personally closed more than **1,000 real estate transactions**, trained over **10,000 agents and brokers**, and helped more than **100,000 real estate professionals** through my systems, tools, and trainings.  

I've helped brokers and agents who were stuck under \$60,000 per year make over **\$400,000** in just their **first year of coaching**.  

Not by working harder

But by working **smarter**, with the right business plan, marketing systems, lead conversion strategy, and accountability.  

If You're Ready to...

- Earn a consistent six-figure income 
- Attract serious buyers and sellers 
- Run your business with confidence 
- Build a schedule and system that serves your life 
- Stop spinning your wheels and finally scale  

Then you're ready for this level of coaching 🎯

This is **not** for brand new agents ❌

This is **not** for part-timers ⌚

And this is **not** for anyone who isn't ready to fully commit to building a business 🔒

This is for full-time agents and brokers who are ready to invest **\$1,000 to \$2,000 per month** in building a real business 🏗️

Because when done right, that investment can return **ten times** or more 🔄📈

📞 **Schedule Your Discovery Call with Brian Ernst**

✉️ Email: brian@brianernst.net

📞 Call or Text: 630-730-0838

We'll talk through your business goals, your challenges, and whether this coaching is the right next move.

And if it is, we'll build your custom plan to break six figures and beyond 💡📅 July 17

📚 **Start With a Proven Resource**

Not quite ready for a call?

Start by reading one of Brian's **bestselling books** packed with step-by-step strategies for growing your income and building your brand 📖🏆

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