



Questions are the Key

Unlocking the Power of Consequences in Commercial Real
Estate



Introduction

- Motivation to list, sell, lease, or buy commercial real estate
- People act in response to problems and opportunities
- Real estate transactions are driven by problem-solving or benefit-seeking
- Easy listings are when clients seek you out
- So? Engage with questions



Comfort Zone

- Most people prefer to stay in their comfort zone
- They only act when problems reach a tipping point
- Pressure and consequences drive decision-making
- Relief and restraint common until action is required



Emotional Impact

- Commercial real estate plays with emotions
- Property problems evoke strong emotions
- Magnitude of consequences determines reaction intensity
- Fear, despair, anger, hope, want, loss, and excitement



Consequence is Key

- Consequences trigger core emotions and motivate action
- Emotional response depends on personal associations
- Importance of considering consequences in decision-making
- Clients and prospects share similar emotional motivations



Real Life Realities

- Fear as an emotional response
- Imagining the consequences of risky situations
- Example of getting too close to the edge of a cliff
- Taking action to prevent potential problems



Triggering Motivation

- Consequences in commercial real estate
- Not all emotions are intense enough to drive action
- Identifying and focusing on motivating emotions
- Importance of emotional stimulation in sales



Effective Questions

- Asking questions to uncover motivations
- Politeness and cultural value of not getting too personal
- Powerful persuasion through asking such questions
- Acknowledging the manipulation aspect



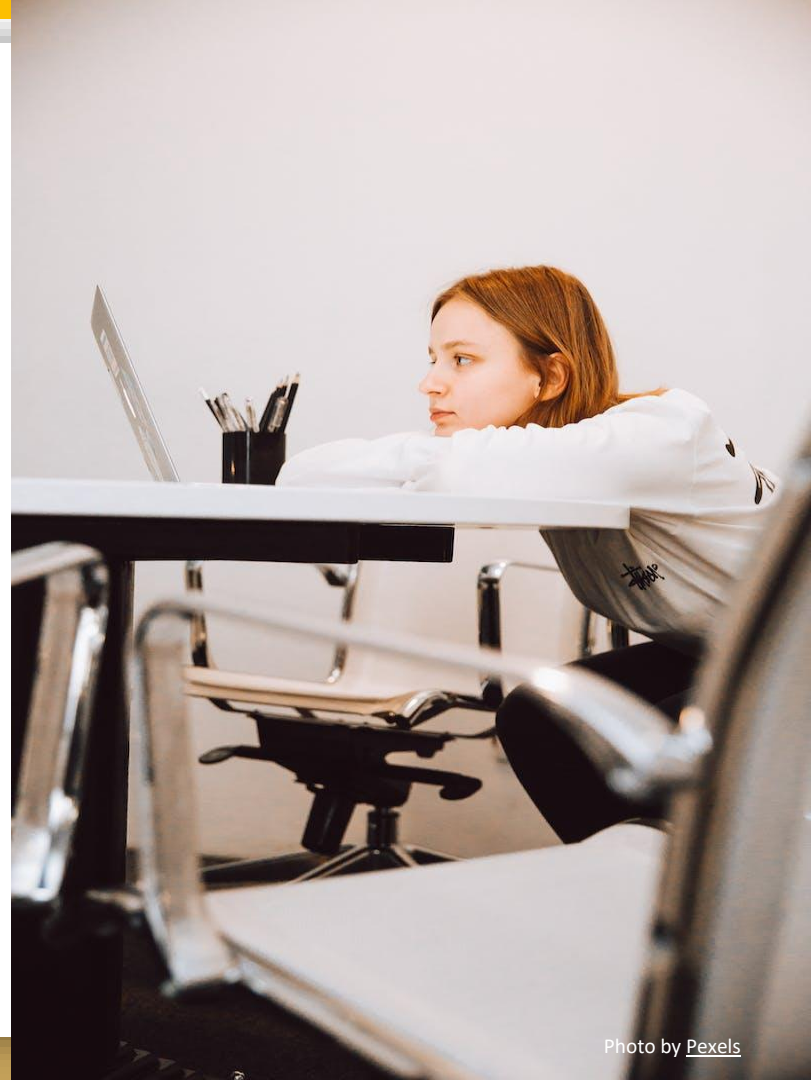
Helping Solve Problems

- Assisting clients in accessing motivating emotions
- Inspiring clients to solve their real estate problems
- Selling services and solutions in commercial real estate
- Overcoming social conditioning for better questioning



Impotent Questions

- Impersonal and non-motivating questions
- Getting facts and information, not emotions
- Sales and prospecting calls falling flat
- Improving conversions and deals through emotional focus



Building Trust

- Clients trust and choose real estate professionals who can help
- Focusing on clients' needs and desires
- Increasing conversions and deals through empathy
- Establishing strong relationships and loyalty



Motivating Action

- Motivating clients to act on their real estate problems
- Helping clients get what they want through problem-solving
- Creating win-win situations in commercial real estate
- Achieving success by empowering clients



Politeness vs. Effectiveness

- Challenging the notion of politeness in sales
- Balancing empathy and assertiveness in questioning
- Embracing the impact and power of emotions
- Striving for effectiveness in commercial real estate



Compelling Closing

- Concluding with the importance of consequences
- Recapping the role of emotions in decision-making
- Highlighting the connection to conversions and deals
- Encouraging a focus on motivating emotional factors



Takeaways

- Presentation summary and key points
- Recognition of emotional impact in commercial real estate
- Understanding the power of consequences
- Motivating action through effective questioning



IMPORTANT INFORMATION

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