



THE FUNDAMENTALS

Chapter: The Game Plan, version 1. March 2022

GAME PLAN:

"Fail to plan, plan to fail" - Confucius (or someone else smart)

As a real estate professional please understand you are being hired to execute a plan designed to solve a problem.

Just like a doctor diagnoses and treats a patient with surgeries, medications and other modalities, you are a high level professional being tapped to "cure" your client with your skills and tools.

There is no way for a doctor to effectively cure a disease if they don't know what disease they are treating thusly there is no way for you to solve the chief problem of your client if you aren't perfectly clear on what that problem is. Without clarity of exactly why someone was compelled to reach out to you, agreed to an appointment, and hear your set of solutions or program, you have a very low likelihood of being the one they hire to solve the problem - and even if they do hire you - you have a very low likelihood of successfully getting them to agree to a deal and getting it closed.

This is why The Game Plan process is absolutely non negotiable for anyone serious about getting and closing deals:

The first thing you need to understand is what problem you are solving. I like to ask questions like this:

1. Why did you reach out to me/us?
2. What about the advertisement was interesting to you? Or what did you hear about me that appealed to you?
3. What were you hoping to get from us/me today?
4. Let's pretend this process went perfectly, what would that look like for you and your family?

Then, LISTEN. Listen well. Ask further questions about what they are telling you so you can get as crystal clear as possible about what "done" looks like. This part is you *diagnosing.*

Do they need to net a certain amount for this to work?

Do they need to find a new place before they can sell this one?

What is the monthly payment that they are willing to take on?

Do they need closing costs paid?

Do they need their family's approval before taking action?

Are they the type who needs to feel like people fought over the property or they "got a good deal?"



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Listen and dig, then listen and dig again - pretend this is your ONE MRI and you ordered a full body scan - pretend you only get to complete this scan once so you must find everything you need to find to cure the patient today... because you truly do only get one shot at this in this competitive environment.

This is the basis of Game Planning - think about it. If you don't fully understand the problem and related problems and players involved, how can you pose a holistic strategy?

The Game Plan document has The Perfect Deal section, this is your diagnosis. The path to The Perfect Deal is in the process steps. Once you document The Perfect Deal, you'll walk them through *how* to get there. In this step you likely *only* need to address their stated problems. Do not prescribe medicines for pain they don't perceive or problems they don't have, just focus on posing a way to relieve their primary concerns. Simplicity is key, as few steps to done as possible is the focus here. If you're paying attention here, you realize that this part is your listing/buyer presentation.

It is VERY important to complete The Game Plan *with* the client. *With* is emphasized because co-creation is a way to create buy in immediately. If you and client agree on a strategy (The Game Plan) and they can see how that plan will provide the solution (The Perfect Deal) they are seeking, then they are likely to hire you to execute the plan and if you execute well, they are likely to close.

Happy Planning
- Monie Wilder