

# HOW TO SELL TO DECISION- MAKERS AND INFLUENCERS



Real estate agents must prepare for everything, regardless of the prospect's position they're selling to. However, not knowing who they'll be selling to is stressful. This ebook will help you **distinguish sales leads** that you may meet and will give insight on **how to sell to decision-makers and influencers**.

## IDENTIFYING SALES LEADS

### 1. GateKeeper

The gatekeeper is usually an executive assistant or associate of the decision-maker. In some instances, it is useful to work with the gatekeeper to build trust with them and have them endorse you with the decision-maker. The gatekeeper is likely aware of the problem of their boss, and real estate agents' solution might benefit them. Talk to them as you would the decision-maker, and ask their advice on the best way to approach their manager when it's time.





## **2.The Influencer**

Influencers don't have the budget or authority to make a final decision, but they have the power to influence the decision-maker. These people have shared direct information with you about how products or service are reviewed and discussed and may introduce you to the appropriate prospect throughout the whole sales process.

## **3. The Decision-Maker**

The decision-maker assigns the sales process to an influencer until it's further along. In this case, work with the influencer but keep the decision-maker in the loop. Show you're happy to work with their team, but regularly check in with them. When referring to a decision-maker, they might possess different titles or descriptions depending on the company they work for. Here are a few additional terms that may describe them, depending on their role: manager, executive, director, managing director, or vice president.

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After you distinguished the prospect that you'll be selling to, it's necessary to sell to them in a way that speaks to their role. The following are advice on how to sell to prospects in different positions.





## **1. Have themes for speaking to different prospect**

It's great to have some themes on how to talk to different prospects as a starting point in a sales discussion. Real Estate Agent needs to get information about their prospects like their personal background and how it may affect what they think, what is their specific role in their current company. It is important to help any prospects you're speaking to through the decision process with strategic and personalized information.

## **2. Ask influencers about their day to day challenge**

Asking questions often help real estate agents uncover a deep problem of their prospects that they may solve. At this point, they can present their product or service as a solution and demonstrate what a day in life would look like if the sale were to go through.

## **3. Build trust with gatekeepers**

The gatekeepers are valuable allies. Talking to them directly real estate agents can gain valuable insight to help them make a sale down the line. Creating a sense of familiarity about their prospects could help them in building trust and closing the sale.





#### **4. Equip champions with the information they need to promote real estate agent to higher-level decision-makers**

Champions are high-powered influencers within a company that introduces real estate agents to key prospects and promotes what they have offered to get others on their side.

#### **5. Don't sell to Decision-maker, partner with them**

Real estate agents shouldn't be selling to decision-maker they should be partnering with. Opt to share information with them that they may not be thinking about or have the time to uncover to build credibility. They have to identify opportunities where real estate agents can potentially fit in and present their product, service, or business as a solution to their pain points.

**LET'S TAG TEAM THIS DEAL!**

