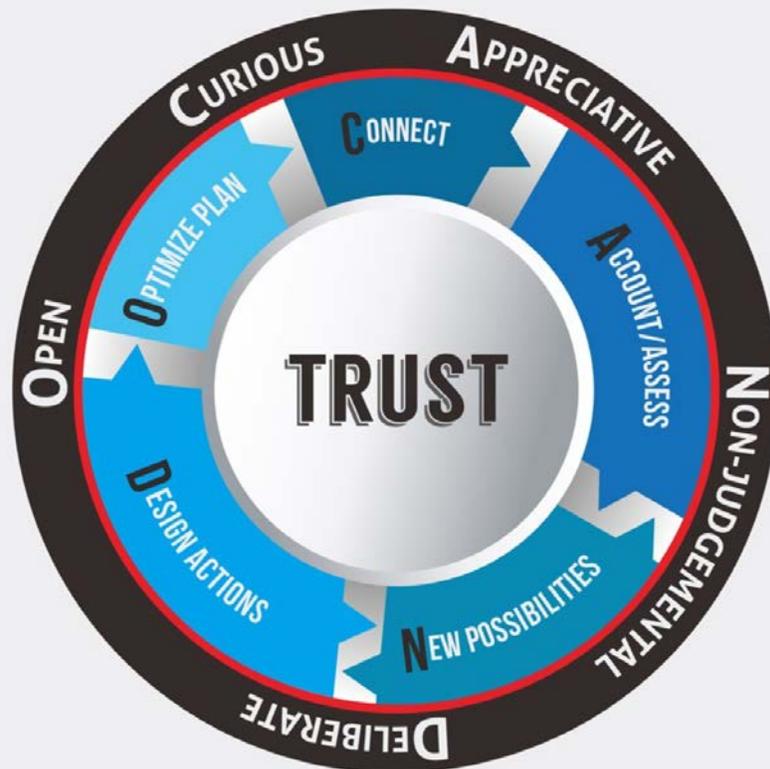


A Model for Deliberate Conversations

THE **CANDO** WAY



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CANDO is an acronym for both the mindset required and the process to be followed for effective Deliberate Conversations.

The outer circle is the mindset circle. If we choose a mindset grounded in these five elements, we create a space for mutual trust and respect. They are; curious, appreciative, non-judgemental, deliberate and open (minded).

The Inner circle is the process circle. We begin with connection and end with a plan. The CANDO acronym takes us through the steps to achieve this outcome in a way that is authentic, meaningful and effective.

Connect: the art of human connection is being lost to technology and yet, human beings are hard wired to connect with each other. If you skip this step, doubt, defensiveness and scepticism will plague your conversation. You connect by being real and being authentically interested in them. You may begin your conversation by saying that this is a business call and asking if they have a few minutes. This approach is real, there's full transparency and in most cases, they say "sure". You may begin your conversation with questions about them that you actually want to know the answers to. "I saw on Facebook that you and Bob were just in Costa Rica – great pictures. Where was it that you were kayaking? Looked amazing". There are an infinite number of ways to connect - my experience is that if its real, it works.

Account/Assess: Once you feel that you have a connection, you will want to establish the purpose of the call. Many agents feel that they need a reason to call and while this can make it more comfortable for you, we really want to uncover what might be valuable to the person we are calling. We account and assess what is important to them. Let them know that you are calling to connect and catch up but also to see if they have any curiosities about real estate. Most people want to talk about real estate so this part is usually easier than we project. If they hesitate, you may want to prompt them with something like, "there's been a lot of crazy news about real estate in the media recently", or "tax assessments just went out and people often have questions about that" or any other current real estate issue that they may be facing. It is in this part of the conversation that you may uncover that they are thinking about making a move and it will often present itself in a very subtle way. It's totally ok to ask if they are thinking about making a move. In fact, if they show interest in real estate, you'd be a fool not to ask. Just don't be attached to the answer.

New Possibilities: Once you account for what is important to them, you will want to explore the possibilities. This part is totally unique to each conversation and it's the reason that scripts will never get you to this level. This isn't about you telling them anything. This is about the two of you working together to establish what might work. Perhaps they have some thoughts of moving but they have a whole bunch of reasons why it's just not the right time. You telling them that the market is hot and it's the right time won't work. You asking questions about their challenges, listening to their responses, understanding their situation (empathy) and brainstorming potential solutions with them will. The key here is don't tell, don't sell, and listen to them using the CANDO mindset outer circle.

Design Actions: This is a direct result of the last step of establishing new possibilities. It could be making arrangements to get quotes on home repairs, it could be making inquiries about schools in a new neighbourhood, it could be getting them some statistical information. It could also be asking them if you can keep in touch with them biannually since they are super happy in their home and are never moving. It could be you following up with them next week after they've had a

conversation with their aunt to see if it's ok to give you their number. Again, this part could never be scripted.

Optimize Plan: This final step is about ensuring that the action step happens. Call it accountability if you like but we all know that people procrastinate on stuff. This could be holding your own self responsible for what you have promised to do and/or it could be about holding them responsible. "This is great, I really appreciate you recommending me to your aunt. If I haven't heard back by the end of the week, is it ok if I call you for a quick reminder? We are all so busy these days."

The CANDO model for Deliberate Conversations can't be mastered quickly but it's valuable to you and your prospective clients right away. It's a powerful template for having ethical sales conversations and adapting this approach rather than using scripts will be significantly more effective immediately. This is a natural way to communicate so trust yourself and try out this approach now. When we make sales conversations comfortable for you and for the person you are speaking with, you are more likely to make the calls and they are more likely to share information with you.