How to Deal with Seller's Personalities

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Seller need to know:	What you're going to do, by when, and what you charge	How this move will enhance their status, who else you've sold homes to	How it will affect their personal circumstances	How they logically justify the move, and how it all works
Give your listing presentation with:	Conviction	Flair	Warmth	Accuracy
Save your Seller:	Time	Effort	Conflict	Embarrassment
To facilitate decision making, provide your Sellers with:	Options and supporting analysis	Testimonials	Personal service and assurances	Data and documentation
This Seller likes you to be:	To the point	Stimulating	Pleasant	Precise
Use your time in the listing presentation to:	Act efficiently	Enjoy the interaction	Develop the relationship	Ensure accuracy
Send this type of written communication to your Seller:	Short and to the point	Informal and dramatic	Warm and friendly	Detailed and precise
When calling your Sellers on the phone, be:	Short and to the point	Conversational and playful	Warm and pleasant	Businesslike and precise
Throughout the listing process, create this environment:	Businesslike	Enthusiastic	Personal	Serious