

# Secret Move

Here is my Super Secret  Ninja Move for extracting the real information from any buyer:

- When selling your home, you want to make the sale. No question. But if you can't make the sale right then and there, it is absolutely essential that you don't waste this opportunity. Your job is to follow up with that buyer until you sell your house to them or someone else.
- If you don't make the sale right away, you need to stay with the prospective buyer. In order to stay with them and follow up, you need to...um...know who they are and how to reach them. Naturally, most buyers are well aware that most sellers are trying to get their digits. Let the games begin.
- Fake names. Fake numbers. Fake excuses. Even if you get their name and contact info, until now, there was no way to really know whether you got the right information to follow up. I'm about to show you how to never worry about that again. Ever.
- The following is a secret ninja move that has never once ever failed to get a buyer to tell me their real name and real contact information. This works 100% of the time because it plays on the law of self-interest. If people want something from you, they will give you something in return.
- So you're at your open house and there are buyers in attendance, but your sign-up sheet is either empty or full of aliases. Use this move to make sure the real buyers don't get away from you.
- Buyers who are not really interested in your house will come in and eat your cookies and leave. Buyers who might be interested will generally find a way to reveal that fact by raising their hands. Just like in class, when they raise their hand, they will almost always ask a question. Game on.
- Even if you know the answer to their question or have the information handy, pounce on this opportunity as follows:

Buyer: "How much are the utilities here?"


You: "You know what, I think I have that." (You walk casually back to your workstation...buyer follows.)


You: "Let me get that for you. What's your name?"

Secret Ninja Move:

 Look straight down at your paper with a pen poised to start writing.

 Do NOT look up.

 Do NOT say anything else.

 Just stand there--pen in hand, eyes on your paper, ready to write.

 Frozen.



 I mean it...do not look up or say anything else.

Buyer: "Sure. My name is Bill Franklin"

You: "And the best way to contact you?" (Do NOT take your eyes off the paper and keep the pen hoisted.)

Buyer: "Send it to billfranklin48@gmail.com or you can text it to (419) 555-5555."

You: "No problem. I'll get that over to you."

- I don't know why this works. I just know that it works. Seriously...like every time. About a century ago I worked in a retail store as a commissioned salesperson. One of the old dogs who worked there had no interest in teaching me anything, but as Yogi Berra said, "You can observe a lot by watching."
- That old dog salesperson  must have used that move about a million times. I never once saw him fail, so I made it part of my bag of tricks. Thank you  old dog.