

THE DIFFERENCE BETWEEN DEMONSTRATION & DISCOVERY

1. The progressive stages of successful selling:

- A. Concept
- B. Strategy
- C. Planning
- D. Organization of the plan
- E. Direction of the Plan
- F. Control of the plan
- G. Advertising

2. The major difference between agents who are successful and those who are not is quite simple. It is the difference between demonstration and discovery.

3. During tough times, those who allow discovery but do not know how to demonstrate might not be as successful. Demonstration means knowing how to:

- A. List
- B. Advertise
- C. Create / Display Signage
- D. Plan marketing strategy
- E. Show a home
- F. Coordinate MLS discovery
- G. Advertise discovery
- H. Signage in the front yard
- I. Develop ribbons discovery
- J. Use Absorption rates
- K. Use Demographics as a tool
- L. Create effective brochures / handouts
- M. Understand plans and specs
- N. Demonstrate a community
- O. Demonstrate a geographical area
- P. Demonstrate site aesthetics
- Q. Coordinate interior merchandising, interior design and interior decorating
- R. Organize the sales area
- S. Practice demonstration: the art of compelling events to conform to your plan