



**IMMO-SUCCÈS**  
POUR TOUS LES PROFESSIONNELS  
DU COURTAGE IMMOBILIER.



OCTOBER, 7, 2009

EDITION 2, NUMBER 9

[www.immo-succes.com](http://www.immo-succes.com)

**Read the Realty Reality of the Month Archive**

***Tricks of the Trade:***

“It is the emotional factors who make people buy!”

**Your REALTY-SUCCESS Affirmation of the Month :**

“I love bring the desire to do business with me!”

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**Realty-Success Quote of the Month**

“It's extraordinary aspect of this profession, one that gives us the chance to watch people fall in love ... with property! Agent Immobilier; De la réalité aux rêves. Tome II p.67

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## The Realty Reality of the Month : October 2009

To Read This Month: ***What do you know about the NDE?***

Don't forget: **The REALTY-SUCCESS  Response of the month!**

### What do you know about the NDE Principle?

In real estate sales, as in all other professions, there are some essential sales techniques you need to know

The “NDE” (Need, Desire and Emotion) Principle is one that we often see and work with as sale people! Indeed, the technique derives from the BNCDE simple steps to purchase services or products:

B: Buy  
N: Needs  
C: Cash  
D: Desire  
E: Emotion

These 5 criteria's must be present in order for you to successfully make a sale with a potential customer.

The client wants to Buy based on their Needs, with Cash, what he Desires with Emotion. Thus, to ensure a sale you must work with people who:

- - want to buy.
- - have clear needs, understood and agreed upon.
- - can afford to buy and are prequalified.
- - will base their decision on their desires
- - and will buy listening to their emotions!

During a listing appointment, NDE technique is normally sufficient as some criteria differ from a straight sale situation. In fact, it is very seldom that a potential client wants to buy or use our services from the outset. We must immediately apply the NDE Principle. In this situation, the “Cash” step does not apply, since money will be gained after the sale of the property.

So to convince our client vendor, we must recognize and understand their Needs so that we can respond and stimulate the Desire to do business with us. To end negotiations and sign the contract with the client we must generate a positive “Emotion” in the process and in you (e.g. the feeling of satisfaction because he is convinced that he chose the right agent for their needs).

Good luck!

**I hope you choose to take the path to success and that you never forget that you are all excellent brokers and agents. Never let anyone believe otherwise, especially you!! I wish you REALTY-SUCCESS! Happy IMMO-SUCCESS!**

*Sylvia*

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## News From Sylvia!

Watch for the lunch of my new e-book: *Affirmations for Great Sales Persons!*

Going to Calgary in December, who wants to meet up with me? Write me at [info@immo-succes.com](mailto:info@immo-succes.com)

## You want to follow me on networking sites? (Bilingual)

Linkedin: <http://www.linkedin.com/in/immosucces>

TWITTER: <http://twitter.com/SylviaPerreault>

MyPlaxo: <http://SylviaPerreault.myplaxo.com>

MySpace: <http://www.myspace.com/sylviacmoi>

Youtube: <http://www.youtube.com/immosucces>

Facebook: <http://profile.to/sylviaperreault>

Groupe Immo-Succès/Realty Success on FaceBook : <http://tinyurl.com/not3dv>


### Blogs

ACTIVERAIN: <http://therealtyrealityblog.com> (en anglais)

Localism: <http://localism.com/neighbor/sylviaperreault> (en anglais)

**Bravo!** Already more than 200 agents and brokers have joined our group; Invite your friends – this group is open to anyone who wants success and is proud to be an agent! Share our IMMO-SUCCESS!

## Responses for Realty-Success!

Objections	 Response	Close the discussion and sign
I know as much as an agent! I know how to sell!	Yes, it's true! Information to help you sell your house is even available on the Internet. But when you try to sell yourself, you don't have experience, knowledge, sales techniques, good arguments, forms, impartiality, neutrality, resources, tools and most importantly, an intermediary! That's why I'm here!☺	Then, let's make a good deal and... <b>let's simply sign the contract...</b> so that I can help you get what you want... as soon as possible ..... that would be excellent, right? ☺☺☺☺ <b>Sign the contract here!</b>

If you have any questions, comments or would like more information,

Email me at : [info@immo-succes.com](mailto:info@immo-succes.com)

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*Sylvia Perreault, President and founder of the company Immo-Succes, offers coaching, seminars and conferences designed to encourage success and to promote pride in being a real estate agent. With 26 year of experience, she is also the author of **MÉTHODE IMMO-SUCCÈS: Agent immobilier: Du rêve à la réalité ! Tome I, Agent immobilier : De la réalité aux rêves ! Tome II et Les outils IMMO-SUCCÈS (English translations are coming soon!). To reach Sylvia, please call 450 661-3480 or send her an e-mail at [info@immo-succes.com](mailto:info@immo-succes.com) or visit: [www.immo-succes.com](http://www.immo-succes.com).***

Want to know more about the REALTY-SUCCESS Method? A conference designed for Real Estate Agents and Brokers is available. Contact me for more information.

Interested in receiving invaluable and free advice every month? To receive our Realty-Reality of the Month, write to: [sylvia@sylviaperreault.com](mailto:sylvia@sylviaperreault.com)