

Boost Buyer Confidence By Assuming The Sale

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**By Phillip Fuller**

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I saw something in town the other day that just really struck me as funny. Not only that, however, it really nailed home a strong lesson for me about how to make more money.

I was driving down main street past this old building. I don't know exactly what the building had been used for, possibly a warehouse or something along that line.

The thing that was funny about it, however, was the sign it had mounted on the front. It was a sign that had been there for some time, but I'd never really noticed what it said before.

Turned out, it was a "for sale" sign.

Now think about that. This was a permanently mounted, bolted to the wall, unchangeable "for sale" sign.

Yes, the salesman entrusted to sell this particular building is SO confident in his sales ability that he felt the need to spend \$150– \$200 on a PERMANENT "for sale" sign!

Doesn't that strike you as funny? I mean, where is the logic in this move? Who would put up a permanent "for sale" sign on something?

Someone planning on taking years to get the job done, that's who. Someone assuming no one really wants what he has to offer.

Huh—uh. Wrong. Totally backwards and self defeating attitude.

Don't assume there will be problems when you are marketing your product. Don't assume you'll have to talk people into making a purchase. Don't assume a long hard road.

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Assume the sale!

Even a simple little thing like a permanent "for sale" sign can create a negative image in your potential customer's mind. It makes them wonder what is wrong. Why hasn't this place sold already? What are they hiding?

People feed on the self confidence of others. No one wants to buy from someone who seems unsure about what they are selling.

Speak, show, and exude confidence in your sales approach. Whether in your sales copy or just an email message to a potential client, assume they are interested in and WILL buy what it is you are offering them.

Now, this is not to say that you need to be overbearing, pushy, or rude. Those are all negative factors as well.

Simply approach a potential sales situation as if there is no doubt in your mind that whoever you are presenting your product to is completely interested in it and preparing to make a purchase.

Undoubtedly, they are at least considering it or they wouldn't be there in the first place. Your confidence, attitude, and demeanor all play an important role in convincing them to advance to the next step and commit to buying your product.

It's no trick, no devious tactic. It's just plain common sense. What you bring into the situation rubs off on those who are listening and influences their decision.

Now, one last important point. Going back to the permanent "for sale" sign. Like I said already, I know that sign had been there for some time, but I'd never really noticed what it said before.

This means that not only can the wrong attitude not help you make more sales, it can actually keep you from being considered in the first place!

Scary thought, huh?

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Phillip Fuller publishes both Biz4Profits and Quick Pick Ads. He gives you a wealth of resources, opportunities, tools and fresh ideas that will help you start or grow your business. Learn what you need to succeed ~ Subscribe today!

**The Multiple Listing Service And The Realtor**

**By David Riewe**

## Boost Buyer Confidence By Assuming The Sale

MLS is the Multiple Listing Service.

The MLS is a database – an extremely convenient way to know what properties are for sale at any given moment. This makes it very useful to real estate agents and brokers.

Basically, the MLS is like a huge property warehouse. When a property is available for sale, it enters the warehouse. When it is sold, it leaves the warehouse.

The MLS only contains information since real estate cannot actually be stored in a warehouse. This information comes from the various brokers that exist in the scope of an MLS.

Why the MLS works for home buyers

First of all MLS is very convenient. Buyers can browse through the available properties listed on an MLS.

Using the MLS also does not cost anything. It is a free service that is sponsored by the Realtors advertising their available properties.

Options Galore

On the MLS, a buyer is not limited to choosing among a few available properties. Usually, the MLS makes available many available properties that are for sale.

In the olden days, when information was limited, a buyer would only be able to visit a few homes per day. He or she would also need to communicate with the agent for details and such.

With MLS, the buyer can start browsing from the comfort of his or her home. Details regarding the property are also listed there.

Aside from the written details, MLS usually provides pictures of the property. Other advanced MLS implementations even have other surveying tools that help buyers come to decisions regarding their desired property.

Fitting the Bill

MLS also helps the buyer by narrowing down choices to those that fit the buyer's desires. The buyer supplies information on his or her desired property to the MLS site. This information includes desired area, size of property, age, location, and others. The buyer is then given a set of houses that fit that description.

Communication

MLS also makes it easier for the buyer to contact the realtor. Details the realtor are listed along with

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the property to allow straightforward communication between buyer and realtor.

### Conclusion

It may be hard to believe but the real estate industry has benefited a lot from MLS. MLS is the next step in real estate evolution. It is relatively safe and is very convenient. As the MLS grows in popularity, more and more realtors avail of its listings. For the buyer, this can only mean good things - more choices, better decisions.

David Riewe is a Publisher and Online Marketer. Visit his Real Estate Blog [Save \\$\\$\\$ Selling Your Own Home FREE eBook Shows You How!](#)

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