



HOW TO
**MOTIVATE
YOUR TEAM**
to Achieve Better Results

When the pressure is on, a good team leader knows what to say to keep their team on the right track. In today's low-inventory market, there is a ton of pressure and competition to close deals and your words can deflate or inflate your agents' confidence. Here are some common challenges that agents face and the best ways you can respond to empower them to succeed.

Challenge #1

How can I close deals in a low-inventory market?

- "Yes, the market is competitive. I know you have the skills to negotiate and persuade. Would you like to practice your scripts?"
- "Since inventory is low, you must brace for lower production and wait for the inventory to increase."

How this helps

When you repeat back what your team member says while also affirming that you trust them, they get the confidence boost they need.

Challenge #2

How can I master time management to better accommodate my clients' needs?

- "I schedule my client appointments in a CRM to help organize and plan my day. It helps me put them first, while making time for the activities that build my business too."
- "You need to get organized. Try scheduling your day in advance."

How this helps

When you empathize with their challenge and share how you seem to "do it all," they are empowered to choose the same system that works for you.

Challenge #3

How do I overcome client objections?

- "Ask clarifying questions and use inclusive words like "we" and "us". This shows your client that you are really trying to understand their needs."
- "Keep practicing and expanding your dialogues so you'll know exactly how to respond to any objection."

How this helps

When you coach your agents to listen to their clients and adjust their language, it gives them a real tool they can instantly use.

Now You Try!

Remember, the best advice is positive and offers clear action steps.

Challenge #4
Staying in touch with my database is exhausting!

- "_____
- "You need to be organized."

For more ideas on how you can empower your agents, Buffini & Company Team Coaching™ provides ample support and solutions to help you lead a rock-solid, productive team. Visit buffiniandcompany.com/tc to get started.