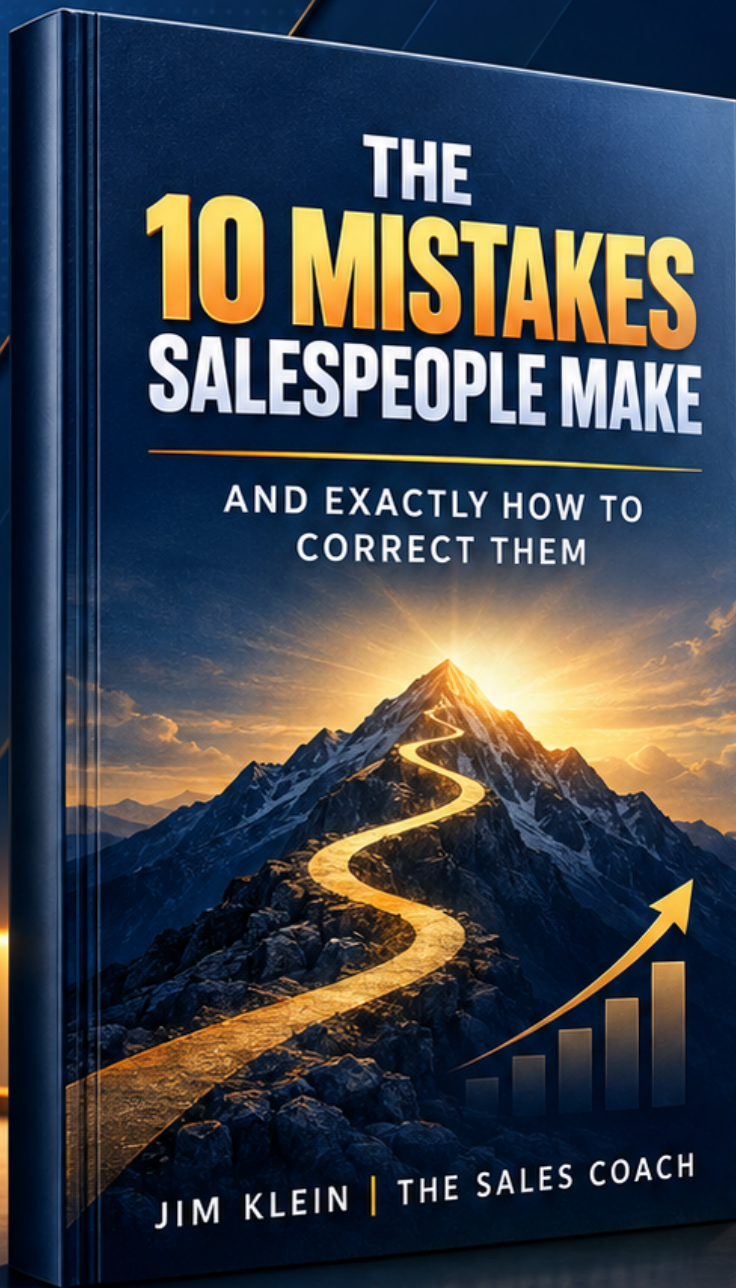


FREE SALES GUIDE

THE 10 MISTAKES SALESPEOPLE MAKE

**AND EXACTLY HOW TO
CORRECT THEM**

Avoid costly mistakes.
Improve your conversations.
Close more business.



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JIM KLEIN | THE SALES COACH

Real estate agents rarely lose business because they lack ambition. More often, they lose opportunities because small mistakes weaken trust, create confusion, or allow qualified prospects to slip through the cracks.

The good news is that these mistakes can be corrected.

This guide will help you identify ten common problems that affect prospecting, buyer consultations, listing appointments, presentations, negotiations, closing, referrals, and follow-up. Each section explains why the mistake matters and gives you a practical way to improve it.

Use this guide as a self-assessment. Mark the mistakes that show up most often in your business, then focus on correcting one at a time.

MISTAKE 1

Trying to Market to Everyone

When you try to speak to everyone, your message becomes too general to connect with anyone.

Real estate includes many different audiences: first-time buyers, move-up buyers, downsizers, investors, luxury clients, expired listings, homeowners considering a sale, and past clients. Each group has different motivations, concerns, and timelines.

A first-time buyer may need clarity and reassurance. A seller may care most about timing, price, preparation, and net proceeds. An investor may focus on numbers, risk, and return.

How to correct it

Choose one primary audience for each marketing campaign. Define:

- Who they are
- What situation they are experiencing
- What they want to accomplish
- What may prevent them from acting
- Where they look for information
- What message would be most relevant to them

Study your best clients. Look for patterns in their needs, behavior, location, price range, life stage, and reasons for choosing you.

Action step

Write one sentence that describes the exact type of client you want your next campaign to attract.

MISTAKE 2

Failing to Prepare and Research

Preparation affects confidence, credibility, and the quality of your questions.

Before a buyer consultation or listing appointment, you should understand as much as reasonably possible about the client, property, neighborhood, market conditions, and likely challenges. Arriving with generic information makes it harder to establish value.

For a listing opportunity, review relevant property records, comparable sales, active competition, market time, price changes, and neighborhood trends. For a buyer, understand their desired area, timing, property criteria, financing readiness, and decision process.

Research must always respect privacy, fair-housing requirements, and professional boundaries.

How to correct it

Create a repeatable pre-appointment checklist that includes:

- Client goals and known concerns
- Property and neighborhood information
- Current market conditions
- Relevant comparable properties
- Likely questions or objections
- The specific outcome you want from the meeting

Action step

Block 15 minutes before every important conversation for focused preparation.

MISTAKE 3

Skipping Rapport and Trust

Clients must feel understood before they will confidently accept your advice.

Rapport is not forced small talk or pretending to have everything in common. It is the trust created when you are prepared, present, respectful, and genuinely interested in the client's situation.

Your body language and facial expressions also affect the conversation. Crossed arms, distracted glances, rushed speech, or a tense expression can weaken trust even when your words are correct.

How to correct it

Build rapport by:

- Giving the client your full attention
- Using open and relaxed body language
- Maintaining comfortable, culturally appropriate eye contact
- Asking open-ended questions
- Listening without interrupting
- Reflecting the client's priorities in your own words
- Looking for genuine common ground without forcing it

Pay attention to changes in the client's posture, facial expression, tone, or level of engagement. Treat these as clues-not proof of what the client is thinking. Ask a respectful question instead of making an assumption.

Example: "I noticed you paused when we discussed the timeline. What concern is coming up for you?"

Action step

During your next three appointments, summarize the client's priorities before presenting your recommendation.

MISTAKE 4

Talking More Than Listening

Some agents believe they create value by explaining everything they know. The result is often a one-sided presentation that overwhelms the client and hides the information needed to make the sale.

If you dominate the conversation, you may miss the client's true motivation, decision process, timing, fears, and objections.

How to correct it

Use a simple rhythm:

- 1 Ask a focused question.
- 2 Listen without interrupting.
- 3 Ask a follow-up question.
- 4 Summarize what you heard.
- 5 Confirm that your understanding is accurate.

Silence is not a problem you must immediately solve. Give clients time to think and respond.

Action step

Record a practice consultation and calculate how much of the conversation you controlled. Your goal is not a perfect percentage; it is a balanced conversation in which the client feels heard.

MISTAKE 5

Failing to Discover the Real Problem

Clients do not all buy or sell for the same reason.

A homeowner may say they want the highest possible price, but their deeper priority may be avoiding two mortgage payments, relocating by a deadline, or reducing stress. A buyer may say they need three bedrooms, while the real issue is creating enough space for a growing family or staying close to a specific support system.

Presenting before discovering the real problem usually creates unnecessary objections.

How to correct it

Ask questions that uncover:

- The current situation
- The desired outcome
- Why the outcome matters
- The cost of doing nothing
- The preferred timing
- Other decision makers
- Previous attempts or disappointments
- Concerns that could prevent action

Then summarize the problem using the client's own language before recommending a strategy.

Action step

Add this question to your next consultation: "What would a successful outcome look like for you?"

MISTAKE 6

Sacrificing Honesty to Win the Business

Trust is one of your most valuable assets in real estate. A short-term promise that wins an appointment can create a long-term problem when it cannot be fulfilled.

Common examples include overstating a likely sale price, minimizing risks, claiming expertise you do not have, making guarantees you cannot support, or guessing when you do not know an answer.

How to correct it

- Be clear about what you know and what you still need to verify.
- Set realistic expectations about price, timing, competition, and the transaction process.
- Never make a promise that depends on factors you cannot control.
- Follow brokerage policy, disclosure requirements, fair-housing laws, and your professional scope.
- When you do not know, say: "I want to give you an accurate answer. Let me verify that and get back to you by [specific time]."

Honesty does not weaken your presentation. It strengthens your credibility.

Action step

Identify one part of your presentation where your language needs to be more precise or better supported.

MISTAKE 7

Being Unprepared for Objections

Objections are a normal part of a real estate decision. They often represent missing information, insufficient trust, unclear value, fear of risk, timing concerns, or an unresolved decision involving someone else.

Common objections include:

- "Your commission is too high."
- "Another agent suggested a higher list price."
- "We want to wait for the market."
- "We need to think about it."
- "We do not want to sign a buyer representation agreement."
- "We are interviewing other agents."
- "We may try selling it ourselves."

How to correct it

Prepare for objections without sounding rehearsed. Use the LAER method:

- 1** Listen without interrupting.
- 2** Acknowledge the concern without becoming defensive.
- 3** Explore the real issue with focused questions.
- 4** Respond with a relevant answer, then confirm whether the concern has been resolved.

Whenever possible, address predictable concerns naturally during your presentation. Do not create fear or introduce unnecessary objections; simply make the value, process, expectations, and risks clear.

Action step

Write down the five objections you hear most often and practice responding to each one aloud.

MISTAKE 8

Failing to Ask for a Decision

Some agents deliver a strong presentation and then wait for the client to close themselves.

Closing is not pressure. It is helping a qualified client make a clear decision about the next step.

How to correct it

When the client's goals are clear, your recommendation fits, and their concerns have been addressed, ask a calm and direct closing question:

- "Would you like me to represent you?"
- "Are you ready to move forward with the listing?"
- "Shall we complete the agreement and begin preparing the property?"
- "Would you like to schedule the buyer consultation?"

After asking, stop talking. Give the client time to think and answer.

If the answer is not yet, clarify what remains unresolved and agree on a specific next action and date.

Action step

Choose two closing questions that feel natural in your voice and practice them until they sound confident and conversational.

MISTAKE 9

Forgetting to Ask for Referrals

A referral from a satisfied client usually begins with more trust than a cold lead. Yet many agents never ask because they fear making the relationship uncomfortable.

The best referral strategy begins with delivering an experience worth recommending.

How to correct it

Ask after a meaningful win, successful milestone, positive comment, or completed transaction. Make the request specific and easy to understand.

Example: "I'm glad this process has been valuable. Who do you know who may be planning to buy or sell in the next six months and would appreciate a clear, no-pressure strategy conversation?"

Thank the client, confirm how they prefer to make the introduction, and respond promptly. Protect everyone's privacy throughout the process.

Action step

Make a list of ten satisfied clients or professional partners from whom you have earned the right to request an introduction.

MISTAKE 10

Disappearing After the Closing

Too many agents stop communicating after the transaction closes. They immediately focus on finding new business and overlook the relationship they already earned.

That mistake can cost repeat business, reviews, referrals, and long-term reputation.

How to correct it

Create a 12-month client-care plan that includes:

- A post-closing satisfaction check
- Help resolving any loose ends
- Home-purchase or sale anniversary messages
- Equity and neighborhood market updates
- Useful homeowner resources
- Invitations to client events
- Vendor recommendations when appropriate
- An honest review request after value has been delivered
- Specific referral opportunities

The goal is not constant selling. It is remaining useful, relevant, and easy to remember.

Action step

Contact five past clients this week with a helpful message that does not ask them to buy anything.

Your Next Step

Knowing these mistakes is useful. Correcting them requires a repeatable process and consistent practice.

Review the ten mistakes and identify the three that are costing you the most opportunities. Choose one corrective action from this guide and use it during your next five sales conversations.

If you want a complete step-by-step system for improving your prospecting, rapport, qualifying, presentations, objection handling, closing, referrals, follow-up, mindset, body language, and client relationships, watch for the launch of Master The Sales Process.

Join the Priority List

Priority-list members will be the first to receive program details, launch updates, and enrollment information for Master The Sales Process.

Master the process. Increase your closing ratio. Increase your income.

Jim Klein

The Sales Coach

Quick Self Assessment

Check every statement that is true:

- ☐ I have a clearly defined real estate target audience.
- ☐ I prepare and research before important appointments.
- ☐ I build rapport before presenting my solution.
- ☐ I listen more carefully than I speak.
- ☐ I uncover the client's real motivation and problem.
- ☐ I communicate honestly and set realistic expectations.
- ☐ I am prepared for the objections I hear most often.
- ☐ I confidently ask qualified clients for a decision.
- ☐ I have a consistent referral process.
- ☐ I maintain relationships after the closing.

Any unchecked statement reveals an opportunity to improve your sales process.