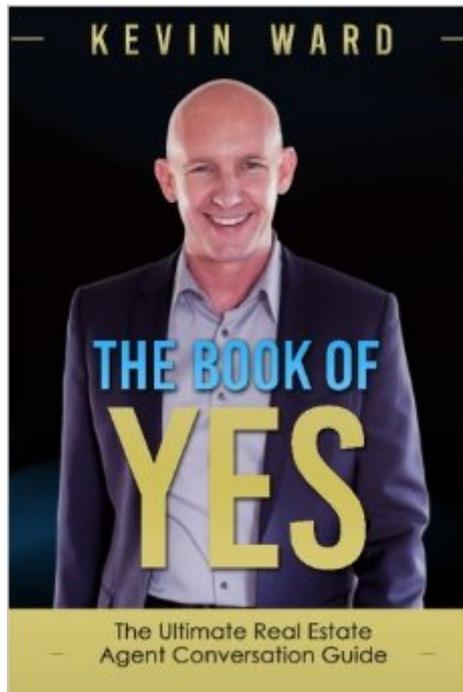


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# The Book Of YES: The Ultimate Real Estate Agent Conversation Guide



## Synopsis

In The Book of YES, you will find the most powerful scripts in the real estate industry today. If you're tired of the same old sales scripts or if you've done away with them all together, I know how you feel because I've been there. I was tired of seeing the same B.S. (bad sales) approaches and I wanted something that felt more natural for me. So I started creating my own scripts, for the simple reason that I hated being told, "No." For me nothing was worse than that feeling of rejection. I was determined to figure out the perfect thing to say in every situation, and how to say it in a way that would cause sellers and buyers to want to say "Yes!" to me every time. This book is the result of that quest. And I've broken it in two unique parts so you can spend less time reading it, and more time using the life changing scripts inside. Part 1 will give you the foundation for making the scripts work for you. Not just some of the time, but every time! You'll master how to inspire sellers to say "YES" to you giving you the magic key to unlock the success you want as a real estate agent. Part 2 is the actual scripts that allow you to have smooth, choreographed conversations that lead you down the path to more success and more income. included in this section are... Prospecting Scripts for sellers that lead up to the listing appointment. My Unique Listing Presentation Scripts with examples of exactly how to deliver them for maximum impact. The Buyer Scripts that I've personally used for years to build my own real estate business from scratch. The Objection Scripts that will show you how to overcome any objection with ease and never be scrambling for words when a client throws you a curveball. In all there are 27 scripts in this book that will show you how to handle any situation, conversation, and objection that might come your way. And each script has been tested, tweaked and perfected. How do I know this? Because I've used each and every one of them to close millions of dollars worth of real estate in my nearly 2 decade career. I've also taken the time to include things I've picked up over my career that will help take you beyond the scripts... How to identify resistance and influence triggers so you can naturally use the right words and phrases that gets more clients saying YES to you. My practice techniques for memorizing and using these scripts to their full impact. You won't just be pulling words from your memory, you'll be speaking from the heart so you come across as genuine. The "tiny tweaks" that turn a regular script into something powerful. These seemingly little differences can have a huge impact in the way a prospect or client responds to what you say. The 9 Keys to more powerful conversations that go way beyond just the words you say to a client. I've mastered all 9 of these techniques and each one has made a huge difference in how I present myself to clients. The Book of YES is an action guide, not a book of theory. Think of it as YOUR PLAY BOOK for the key conversations you

have with sellers and buyers. Along with the scripts you will find tactical notes on how to use the script, why it works, and when to modify the script for various situations. This book is not about intimidating your clients to agree with you, it's about inspiring them to say YES. And the more they do, the more abundance and success you will have in your life. The ultimate YES is saying YES to your goals, your dreams and your family so you can create the lifestyle that you want.

## Book Information

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## Customer Reviews

The BEST scripts and objection handlers in the real estate industry. What I love is that the approach is 100% honest and it works- you'll be able to get your clients top dollar for their home and know how to guide them in the right way, not only winning listings but gaining trust throughout the process, without the empty promises or lies that give the real estate industry a bad reputation. This is the real deal!

Love these "NO BS" scripts that empower me to have the confidence to speak with Expired and FSBO sellers and inspire them to hire me to sell their home. I've taken more listings in the past 90 days than I did in all of the previous year. I am so grateful to Kevin helping me get more YES's in my business. I love the training, support and leadership provided by Kevin. I highly recommend Kevin to anyone who wants to take their real estate career to the next level. He is a powerful coach and an inspiration.

This book is Kevin through and through, a no "BS" coach! If you are looking for a way to come a winning pro then this book is for you. If you are looking for a way to learn how to work with difficult

people the "right way, this book is for you. If you are looking for a way to have a "REAL" life, this book is for. Kevin will show you the right way but you will have to do the work if you want to succeed in your life's GOAL!! This is the most AWESOME, put together "no BS book of scripts" you will ever find on the market...trust me I know. I have a library filled full of the same-o-same-o scripts that did not get me anywhere and this was the first time I heard something that made sense. I was ready to get out of the Real Estate Business until I was introduced to Kevin through YouTube and my life forever changed. I am still in Real Estate and will continue with Kevin and his "NO BS" teachings. Kevin, with his teachings and passion, has changed my life 100%...LOVE THIS BOOK OF YES and you will too! (Sandy S)

I just received the book and just became a realtor. So I have not been able to put these scripts into use. That is the only reason I am not giving it 5 stars. Nevertheless I can tell you that you get so much bang for the buck with this book. I have spoken to sales training companies that wanted to charge me around \$8,000 over a 27 month period (about \$300 a month) for general sales training. However, with Kevin's book you are getting more realtor specific sales training for the measly cost of a few cups of coffee. His book is straight forward and very simple to read and understand. You can't go wrong here.

Kevin preaches no BS, and he is exactly that. The most effective real estate scripts in the industry if you're willing to go pro. I have read dozens of books on real estate, self-improvement, sales, marketing, and the list goes on, and I can say that this is by far the most straight-forward, no BS kick in the butt book I've read. If you're ready to put in the work, this book can be your guide on what to say, how to say it, and how to sell as much real estate as you want. My favorite thing about Kevin and his training is that I can tell that what he is truly about is helping people. If that's what you're about too, and you're ready to go to work, this book is a game-changer!

The Book of Yes is definitely a NO B.S. book. Ever since I became a realtor I struggled with the "scripts" they teach us to use as I felt they were being dishonest or using tactics I didn't feel good about using. I did not want to be "that" salesman. I wanted to be respected and liked, which in itself is difficult with being a realtor. Kevin's book made it real - made me get my "spring in my step" back as there is no bait-and-switch or other B.S. approach - just straight and honest. I carry these scripts with me daily and start EVERY morning studying them for 30 minutes. You don't learn how to be a pro overnight, no one does, but with practice and perseverance, you CAN become a pro at getting

Sellers to say YES. I don't give reviews often, but if you are thinking about buying this book, it is truly worth your money. Kevin rocks!

Kevin Ward's Book of Yes was a refreshing take on using real estate scripts in our industry. I started reading this book because I always struggled to find the right words to the same questions I was getting from sellers. When I went into a listing presentation, I always felt the seller controlled the conversation, not me. The Book of Yes has helped me take back control of the conversation and literally get a YES from sellers at the listing appointment. I've read other real estate scripts before, and thought "That's B.S., I would never say that to a seller." When I read the Book of Yes, I immediately thought, "Yes! That is what I've always wanted to say but I couldn't say it so effectively or eloquently as what this script says." It truly helps guide the conversation with sellers to lead them to work with you.

This is my favorite book of all times. I use it everyday and I think this is first book on the market that contains perfect scripts and explains on how to actually talk to people and treat customers the right way. THANK THANK THANK YOU KEVIN for sharing your knowledge and experience.. This book is a TREASURE!!!!

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