

# The Six Fears of Buyers and Sellers

by Dirk Zeller

We often expect that the cost of our service is going to be the big objection that we face. Often, the objection is really about the prospect's fear of making a decision. This is usually the case when countless previously unvoiced objections crop up just before you ask for the prospect to sign the documents. The prospect could be gripped by the six fears of Buyers and Sellers.

## 1. Fear of making the wrong decision

You will hear them state the need to talk with someone they trust to stall the process. They might say they need to talk with their parents, spouse, friend, brother, etc.

## 2. Fear of making any decision

You will generally hear them say, "I want to think it over."

## 3. Fear of change

They will talk about slowing down; about staying in their present home even if it is a 750 square foot home and they are expecting their third child in a few months.

## 4. Fear of being cheated

They are asking for confirmation that you will do what you say. They may also be holding you responsible for a previous experience that was bad.

## 5. Fear of looking bad to others

This is an ego or image problem that is often linked to overpricing a property. They don't want the neighbors to see that they listed their home so low.

## 6. Fear of acting without sufficient thought or knowledge

These are the people who want more information. They will often want that additional information sent to them, so they can avoid "the close".

While there are a few objection handling techniques that will work to alleviate these fears, the best overall technique is reduction of risk through guarantees or reassurances from you that they are making the right decision. Since many of these six are a smoke screen that can't easily be identified in order to clean them away, don't concentrate on your service, cost, or scripts to handle the objection you perceive to be there. Focus on reassurance that their decision to move forward with you is sound; that their fear or worst case view will never happen. You can also ask them questions to try to pinpoint their fears. If you don't, you might feel like Don Quixote

chasing after windmills.

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### About The Author

Dirk Zeller is a sought out speaker, celebrated author and CEO of Real Estate Champions. His company trains more than 350,000 Agents worldwide each year through live events, online training, self-study programs, and newsletters. The Real Estate community has embraced and praised his six best-selling books; *Your First Year in Real Estate*, *Success as a Real Estate Agent for Dummies*®, *The Champion Real Estate Agent*, *The Champion Real Estate Team*, *Telephone Sales for Dummies*®, *Successful Time Management for Dummies*®, and over 300 articles in print. To learn more regarding this article, please visit [www.realestatechampions.com](http://www.realestatechampions.com).

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