SALES MASTERCLASS · 5 NOVEMBER 2026

SELL LIKE YOU MEAN IT

Real Estate Sales Practice & Digital Marketing

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THINK ABOUT IT

MCDONALD'S DOESN'T SELL THE BEST BURGER IN TOWN.

IT SELLS THE BEST SYSTEM. TODAY, YOU BUILD YOURS.

THE GAME PLAN

SIX SKILLS. ONE SYSTEM.

01

Mandate acquisition

02

Sales pitches & objection handling

03

Deal pipeline tracking

04

Digital farming

05

Multi-channel marketing plans

06

Social media campaigns

THREE BRAINS I WANT US TO BORROW

REAL ESTATE

Build your personal brand by becoming the media. Teaches: sell yourself first, follow up relentlessly, be everywhere.

SALES

Build offers so strong that saying no feels silly. Teaches: the value equation, closing, and volume.

DIGITAL MARKETING

Turns attention into demand. Teaches: campaigns, the 7-11-4 rule, and content that hits Pain, Price and News.

01

MANDATE ACQUISITION

A Spar with empty shelves isn’t a shop. Listings are your stock. No Listings = No Market Share = No Relevance

01 · MANDATE ACQUISITION

THREE WAYS TO HOLD A LISTING

LESS CONTROL

OPEN

Many agencies, and the owner, can sell. Commission goes to whoever brings the buyer.

Go to Property24, start from the back and call those old mandates. Collect as much stock

YOUR GOAL

SOLE

One agency markets the home for a set period, often 60–90 days. One plan, one voice. full effort.

HIGHEST CONTROL

EXCLUSIVE

Sole and exclusive: one agency, and commission is earned even if the owner finds the buyer.

In the vault: the three-question conversation that turns an open mandate into a sole.

WIN THE LISTING APPOINTMENT

1. Bring Latest sales in the last 6-12 months - Deeds Report

1. Withdrawn Listings - Price? Poor Photos? Location?

1. What's currently on the market - size, features

SCRIPT · TURNING AN OPEN MANDATE INTO A SOLE

“If five agents are selling your home, buyers start asking what’s wrong with it. Give me 90 days, one plan and a report every week, and I’ll earn your trust.”

02

SALES PITCHES & OBJECTIONS

Nike doesn’t sell shoes. It sells the feeling of winning. Sell the outcome.

MAKE YES THE OBVIOUS ANSWER.

What value you bring? =

Sellers Dream: To get their property sold, at the best price, on their timeline

Cut the effort: you handle viewings, pre-qualify buyers, paperwork and transfer. (Project Managing)

Raise the proof: Marketing Plan (What are you doing differently?)

OBJECTION HANDLING

FOUR OBJECTIONS YOU'LL HEAR

"Your commission is too high."

A Coke costs more at a restaurant than at the spaza: you pay for the service. My fee buys marketing, vetted buyers and a deal that actually registers.

"Another agent valued it higher."

Any agent can quote a price. Only buyers pay it. Here are the last five sales on your street. Let's price to sell, not to sit.

"I need to think about it."

Totally fair. What exactly do you want to think through: the price, the fee, or me? (Find the real objection.)

"I'll sell it myself."

You might. But who vets the buyers, checks bond approval and chases the transfer? I do that every single day.

03

DEAL PIPELINE TRACKING

Mr D tells you exactly where your burger is. Your clients deserve the same.

LESSON III · DEAL PIPELINE TRACKING

No date, no deal.

1	2	3	4	5	6	7
Lead - Prop24, Socials	Valuation - Always face to face	Mandate signed - open or sole	Marketing & viewings	Offer to purchase - put everything in writing	Bond & transfer - Conveyancers	**Registered & paid - Every Agents favourite**

Report weekly, even when nothing moved.

Sellers rarely leave over price. They leave over silence.

In the vault: the pipeline tracker my team reviews every Monday.

04

DIGITAL FARMING

Own one suburb online before you knock on a single door.

LESSON IV · DIGITAL FARMING

Own one suburb. Then the next.

Attention goes to three things. Make every post about at least one of them.

Pain

THE PROBLEM THEY LIVE WITH

"Why your house hasn't sold in 90 days."

Price

MONEY STOPS THE SCROLL

"What R1.5m buys in Scottsville vs Hayfields."

News

WHAT JUST CHANGED

"Rates moved. Here's your new bond repayment."

TRUST IS BUILT BEFORE THE CALL

7

hours of your content, talking to you

11

they bump into you (For Sale Board, Property24 Listing)

4

different places they find you (TikTok, Website, Google, show day)

Before a seller calls, they should have watched you on TikTok, seen you on Instagram, read your WhatsApp update and met you at a show day.

05

MULTI-CHANNEL MARKETING

Coca-Cola is on the billboard, in the fridge, on TV and at the stadium. Same message, everywhere.

LESSON VI · SOCIAL MEDIA CAMPAIGNS

Every video: hook, value, ask.

0–3 SECONDS

Hook

“R1.2m in Scottsville buys this.”

3–25 SECONDS

Value

The tour, the tip or the numbers. A new shot every two to three seconds.

FINAL 5 SECONDS

Ask

“DM ‘TOUR’ to book a viewing.”

In the vault: our 30-day content calendar and the 14-day listing launch.

06

SOCIAL MEDIA CAMPAIGNS

Red Bull is a media company that posts exciting stuff people want to watch… that happens to sell drinks.

HAVE CONTENT PILLARS THAT DEFINE YOUR BRAND!!!

Have a Hook, Add Value & Ask.

Rule of thumb: for every one “please buy” post, give four posts of pure value. Check our Socials, We have a cleaning campaign, which relates to value of the properties

Let's Work Together!!!

Follow

Follow @rawsonpmb for weekly breakdowns of what’s working in Pietermaritzburg property.

Refer

Clients outside your area or speciality? Send them my way and earn a referral fee, agreed in writing.

QUESTIONS?