



The Book of YES: The Ultimate Real Estate Agent Conversation Guide

By Kevin Ward

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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...

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.

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Editorial Review

"*The Book of YES* is a break-through book and a must-read for real estate agents. Kevin Ward understands the power of relationships and building true rapport with people." - **Harvey Mackay, author of the #1 New York Times bestseller *Swim With The Sharks Without Being Eaten Alive***

"Kevin Ward has created Emmy winning scripts that will never appear on TV. They appear in person, on the phone, and in email performances...and the YES prize for winning is not a statue, it's a fatter wallet. More than just *The Book of YES*, this one volume will lead you to the promised land of YES!" - **Jeffrey Gitomer, #1 bestselling author of *The Little Red Book of Selling***

"YES! *The Book of YES* is the modern bible for real estate success. Kevin Ward's brilliant, "No BS" scripts are the words agents need to 2X, 3X, 4X their business immediately. Stop! Don't go on an appointment without every word, sentence and paragraph memorized, rehearsed and ready for you to hear YES after YES." - **Greg Hague, Founder, Real Estate Mavericks**

"I have known Kevin for a long time and I can honestly say he has written a masterpiece in *The Book of YES*. He articulately explains the importance of not only what to say, but the real reasoning behind the why. This is definitely a must read for anyone who truly wants to be a professional and have a successful career in real estate!" - **Dave Bowman, COO of Century 21 Mike Bowman, Inc., #1 Century 21 Office in the World 18 times**

"Average real estate agents fight using scripts. The pros seek out the ones that work the best and win! Kevin Ward's *The Book of Yes* is filled with scripts to help you win more listings. Get it. Read it. List more properties than ever before. Win!" - **Tom Hopkins, author of *Mastering the Art of Selling Real Estate***

About the Author
Kevin Ward is the #1 bestselling author of "The Book of YES: The Ultimate Real Estate Agent Conversation Guide" and the founder of YESMasters Real Estate Success Training, one of the fastest growing and most comprehensive training programs for real estate agents in the world.

Kevin has trained tens of thousands of real estate agents and his online training videos are watched on YouTube by thousands of real estate agents every week. Kevin is known internationally for his high-powered yet practical, real-world strategies and for his ability to make systems, skills and scripts simple and learnable for agents at every level. The 10X power of Kevin's Real Estate Vortex system and his "NO-BS" approach to real estate sales are quickly becoming legendary.

Before getting into real estate, Kevin grew up as a shy, country boy from West Texas who lived in a mobile home on a small farm with his parents, sister, a stray dog (Chiquita), 2 or 3 cats, a few chickens and pigs, and his uncle's cows. Kevin says, "As a teenager, I was so shy...I would way rather talk to our farm animals, than to people." When Kevin began selling real estate, he had just moved from a small town to the DFW Metroplex with no savings, no real connections, and with no previous real estate or sales experience. Kevin recalls, "I had never even owned my own house! I was terrified, but determined...and so I jumped into real estate with both feet. The first time I knocked on a FSBO's door, he yelled at me to "get the f**k off my porch!" I was so traumatized I wouldn't knock on another door for over a year." In spite of his "near-death" For-Sale-by-Owner experience, Kevin adjusted and kept on prospecting (mostly by phone) and by his 3rd year, he was selling over 100 homes a year.

From reader reviews:
Nancy Martindale: The book *The Book of YES: The Ultimate Real Estate Agent Conversation Guide* gives you the sense of being enjoy for your spare time. You can use to make your capable a lot more increase. Book can to be your best friend when you getting stress or having big problem with the subject. If you can

make reading through a book *The Book of YES: The Ultimate Real Estate Agent Conversation Guide* to be your habit, you can get much more advantages, like add your personal capable, increase your knowledge about several or all subjects. You may know everything if you like available and read a book *The Book of YES: The Ultimate Real Estate Agent Conversation Guide*. Kinds of book are several. It means that, science book or encyclopedia or other people. So , how do you think about this reserve?

Jeffrey Peak: The book with title *The Book of YES: The Ultimate Real Estate Agent Conversation Guide* has a lot of information that you can find out it. You can get a lot of advantage after read this book. This specific book exist new expertise the information that exist in this e-book represented the condition of the world at this point. That is important to yo7u to find out how the improvement of the world. This book will bring you in new era of the internationalization. You can read the e-book with your smart phone, so you can read that anywhere you want.

Aubrey Newsome: The book untitled *The Book of YES: The Ultimate Real Estate Agent Conversation Guide* contain a lot of information on it. The writer explains your ex idea with easy method. The language is very simple to implement all the people, so do certainly not worry, you can easy to read this. The book was compiled by famous author. The author will bring you in the new period of time of literary works. You can easily read this book because you can keep reading your smart phone, or gadget, so you can read the book within anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site and order it. Have a nice learn.

Hattie Godfrey: As we know that book is significant thing to add our knowledge for everything. By a guide we can know everything we wish. A book is a pair of written, printed, illustrated or even blank sheet. Every year ended up being exactly added. This guide *The Book of YES: The Ultimate Real Estate Agent Conversation Guide* was filled with regards to science. Spend your time to add your knowledge about your science competence. Some people has several feel when they reading any book. If you know how big good thing about a book, you can feel enjoy to read a reserve. In the modern era like at this point, many ways to get book that you simply wanted.

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