

The right buyer is out there.

Keep showing up.

4 tools to show up well in every conversation, plus one way to end it. By Dave Visaya.

The big idea

Negotiation is just one part of selling. It's still a numbers game. Build the relationship, keep showing up, and when a deal falls through, you're not failing. You're getting better. These tools help you show up well.

1 Say what they feel

Don't argue or defend the price. Name the feeling first, then they relax and tell you more.

They say "Mahal ra kaayo."

You say "Murag naa kay nakita nga mas barato."

They say "I'll think about it."

You say "It seems like something is still bothering you."

2 Ask "what" or "how," not "why"

"Why" feels like a fight. "What" and "how" invite them to think with you.

Instead of "Why are you still deciding?"

Ask "What do you need to see to be sure?"

Instead of "Why is the monthly a problem?"

Ask "How much monthly would feel comfortable?"

3 Don't drop your price. Change the deal.

Give back 1% of a 5% commission and you lose **20% of your pay**. Trade the terms instead (only what your developer allows):

Change payment schedule · unit or floor · inclusions · move-in timing

4 "Mahal" doesn't mean "no"

Every objection has a real meaning behind it. Find it before you talk about price.

Ask "Unsa may naa sa usa nga nakapainteres nimo?"

→ Don't be atat. Ask for one small next step, and let them say "no."

A question they can say no to feels safe, so it doesn't feel like pressure. When they answer "No, it's not a bad idea," they just said yes.

Try "Would it be a bad idea to bring your spouse to see the unit this Saturday?"

Try "Is it too early to send you the computation tonight?"

THE 3 OBJECTIONS YOU HEAR MOST

They say	They really mean	Try
"Mahal ra kaayo, naa pay mas barato."	I'm comparing.	"Unsa may naa sa usa nga nakapainteres nimo?"
"Dili pa kaya sa akong budget ang monthly."	The monthly scares me, not the property.	"Pila man ang monthly nga komportable ka?" Then change the terms, not the price.
"Not worth the price siguro, but not sure."	I need more info.	"Unsa may kinahanglan nimong makita aron sigurado ka?"

YOUR 15-MINUTE TEAM HUDDLE

1. Pick **one tool** and say its line out loud to your team.
2. Show how you'd use it on a real objection.
3. Let them practice in pairs for 5 minutes, one as buyer, one as agent.
4. Ask each agent: "Which line will you use this week?"

MY ONE LINE THIS WEEK

Write the exact words you'll say:
