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Course : Successful real estate closing and customer follow-up

Optimize conversion rates and secure your business over the long term

Practical course - 1d - 7h00 - Ref. IMK
Price : 970 CHF E.T.

NEW

This training course aims to reinforce participants' ability to effectively close a sale while building a lasting relationship of trust. It also integrates best practices in customer follow-up to build loyalty, develop satisfaction and generate additional sales opportunities.

Teaching objectives

At the end of the training, the participant will be able to:

- Understanding the challenges of closing a real estate transaction
- Identify a customer's buying signals and maturity level
- Use closing techniques adapted to the customer's profile
- Dealing with objections and decision inhibitors
- Structuring effective customer follow-up before and after signing and building customer loyalty

Intended audience

Négociateurs immobiliers, agents commerciaux, mandataires immobiliers, salariés ou indépendants du secteur immobilier.

Prerequisites

Fundamentals of real estate transactions.

Practical details

Role-playing

Analyse du comportement client Jeux de rôle – mise en pratique de différentes techniques de closing

Teaching methods

active

PARTICIPANTS

Négociateurs immobiliers, agents commerciaux, mandataires immobiliers, salariés ou indépendants du secteur immobilier.

PREREQUISITES

Fundamentals of real estate transactions.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant’s academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they’ve developed.

Course schedule

1 Understanding the stakes of closing and customer decisions

- Identify the specifics of real estate closings and the long sales cycle
- Analyze the impact of emotional and financial factors on decision-making
- Characterize buying and selling motivations
- Identify psychological and rational obstacles
- Distinguish between customer profiles and verbal, para-verbal and non-verbal buying signals

Group discussion
Feedback and difficulties encountered during the closing phases.

2 Applying the fundamentals of real estate closing

- Defining the role and objectives of closing in a real estate transaction
- Identify common mistakes to avoid
- Choosing the right moment to close
- Use appropriate closing techniques (alternative, projection, reformulation, reassurance)

Case study
Customer behavior analysis grid.

3 Handling objections and securing the conclusion

- Identify the different types of objections: price, deadlines, competition, fear of making a mistake
- Apply the structured method for handling objections
- Turning objections into positive decision levers
- Building trust in situations of deadlock

Role-playing
Practical application of different techniques.

4 Structuring customer follow-up before and after signature

- Maintain an engaging customer relationship without sales pressure
- Organize pre-signing follow-up using appropriate tools)
- Implement personalized, non-intrusive reminders to secure commitment
- Deploy a post-transaction customer journey focused on satisfaction, loyalty, customer reviews and recommendations

Case study
Building a follow-up plan: developing a post-sales customer journey.

Dates and locations

REMOTE CLASS
2026 : 26 June, 25 Sep., 18 Dec.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.

• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.

• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.