

The Seller COMPASS — 7-Stage Framework

Seven stages. Seven letters. One conversation.

Nobody wants to be sold — everybody wants to solve their own problem. The COMPASS is a sequence of questions, not a script of pitches. You are a problem finder; the selling happens in the seller's own head.

C

Connect

Take the focus off you, put it on them. No pitch, no company name drop — one disarming question that hands them the microphone. The first ninety seconds decide the whole call.

"Before I get into anything on my end... what prompted you to look into selling in the first place?"

O

Observe

The facts: condition room by room, occupancy, ownership, timeline, and the first asking price. Calm, curious, conversational — a doctor taking a history, not an interrogation. Feeds the PQS and underwriting.

M

Motivation

Open the emotional door. The surface answer is never the real answer — the Big Why is two or three questions deeper. The seller must SAY the pain out loud, not you.

"What's got you relocating — if you don't mind me asking? How's that been affecting things?"

P

Picture

Have them paint what solved looks like — the pleasure points they're moving toward — and map the landscape: what they've tried, who else they've talked to, what soured them. Prime black-swan territory.

"In a perfect world, walk me through it — what would this look like if it went the way you wanted?"

A

Add It Up

The consequence stage — our biggest weapon. What happens if they do nothing? Make them do the math on inaction in their own voice: payments, taxes, insurance, maintenance, stress — every month it sits.

"If the house is still sitting there six months from now — what does that look like for you?"

S

Stakes

Short stage, huge leverage. They declare their own urgency — motivated seller or tire kicker. That declaration carries into every future conversation, including when a competing offer shows up.

"How important is it for you to actually get this solved in the next sixty days?"

S

Set the Appointment

The one and only close on this call. You never pitch RetailMax here — the previous six stages earned the right to ask for the sit-down.

"Would Tuesday afternoon or Wednesday morning be better?"

THE DISCOVERY CALL SCORECARD — ALL 9 BEFORE YOU HANG UP

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| ☐ True motivation — the Big Why, in their words | ☐ First asking price — what they want |
| ☐ Pain points — what they're running from | ☐ Second asking price — what they'll take |
| ☐ Pleasure points — what they're running toward | ☐ Consequence said out loud — cost of waiting |
| ☐ Property condition — room by room | ☐ Appointment set — day, time, decision-makers |
| ☐ Timeline — and the reason behind it | |