

SUMMIT 2026

ANAHEIM, CA

Control *Selling*



ANDREW UNDEM



TOM FERRY

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SUREGROUP

BERKSHIRE
HATHAWAY

HOMESERVICES

HOMESALE REALTY

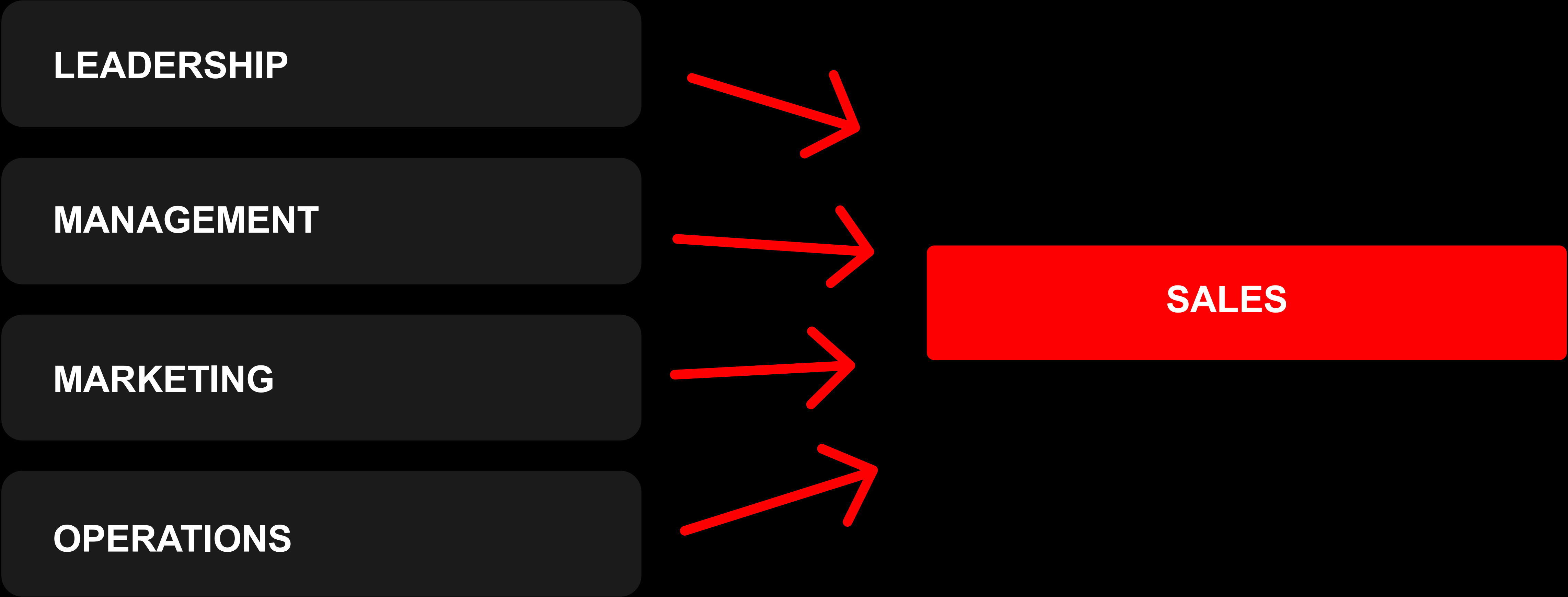


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Why do all other industries focus on sales?

PHARMACUTICAL

TELECOM

SAAS

INSURANCE

MEDICAL DEVICE

B2B

real ~~estate~~?

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Real Estate *Salesperson*

LEGAL

THE PROCESS

MARKETING

82%

COME INTO THE
INDUSTRY WITH NO
SALES TRAINING

87%

FAIL AFTER 5
YEARS

50%

OF LICENSEE'S
DONT SELL
ANYTHING

Why?

The consumer already wants the product.

“You’re doing **sales** because
you failed at *marketing*.
You’re doing *marketing*
because you failed at
product.”

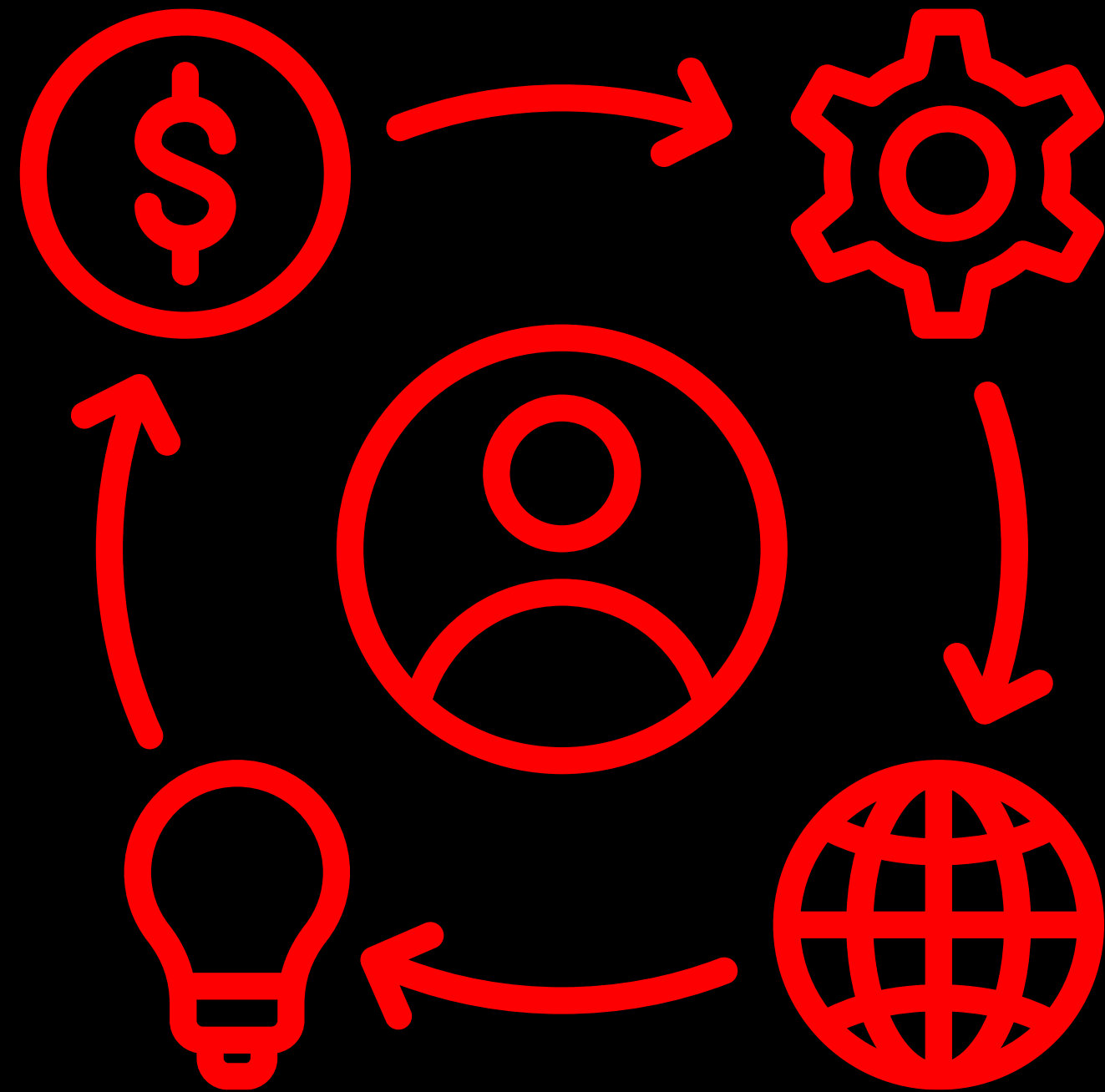
-Naval Ravikant



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You are the
product.



It's your ability to influence the outcome of a transaction by effectively managing the entire real estate ecosystem.

Sales:

“The art and the science of getting someone intellectually engaged on a future result that's good for them and then helping them emotionally commit to achieve that result.”

What do they call the best
salesperson at any
company?

CEO.

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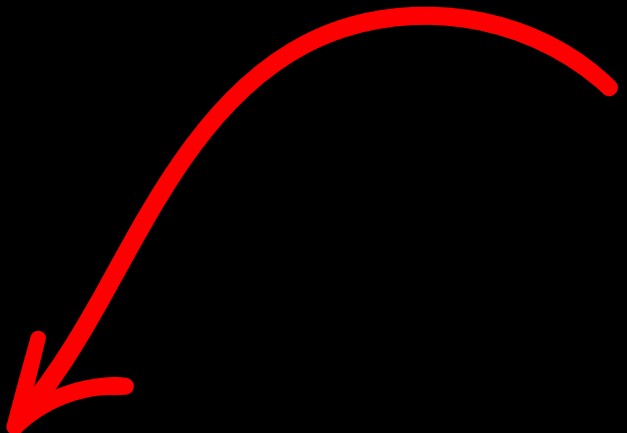
MIKE FERRY



EARL NIGHTENGALE



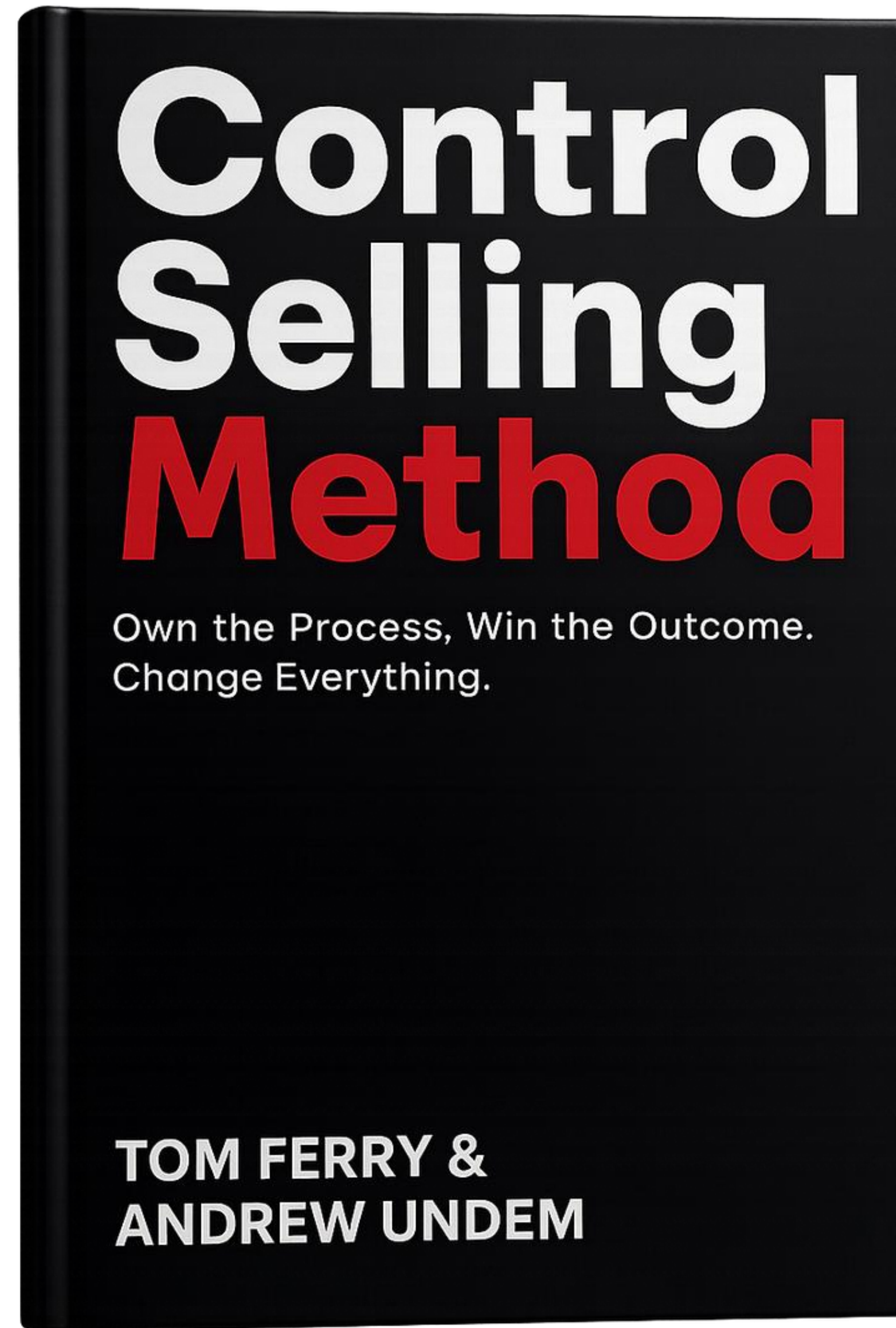
NAPOLEAN HILL





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The 9 C's Framework Map

THE CONTROL SELLING METHOD

TRIAD 1 - The Foundation



TRIAD 2 - The Structure



TRIAD 3 - The Resolution



The 9 C's Framework Map

THE CONTROL SELLING METHOD

TRIAD 1 - The Foundation

COMFORT

CARE

CONNECTION

TRIAD 2 - The Structure

CONTROL

CLARIFY

CRYSTALIZE

TRIAD 3 - The Resolution

CONSULT

CLOSE

CONFIRM

TRIAD 1 - The Foundation

COMFORT

- **If you are not comfortable - you can not make someone else comfortable.**
- **Situational**
- **You pick your presence**
- **How you feel on the inside...identity, state, preparation, presence, ritual**

TRIAD 1 - The Foundation

CARE

- They need to *feel* that you care
- Appearance, Punctuality, Friendliness, Genuine Curiosity, Active Listening

TRIAD 1 - The Foundation

CONNECTION

- **Without comfort & care - there is no connection**
- **55,38, 7**
- **Match & Mirror, Pace, Energy & Labeling**
- **Voss's "Tactical Empathy"**

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TRIAD 2 - The Structure

CONTROL

- You are either part of your plan or part of someone else's plan
- Gather Agenda
- Permission to ask
- Determine Outcomes

TRIAD 2 - The Structure

CLARIFY

- If you want better answers, ask better questions
- Picture - what does the ideal situation looks like
- Pain - what is the current problem
- Price - do they have the budget to solve the problem
- Process - how do you make these types of decisions

TRIAD 2 - The Structure

CRYSTALIZE

- **No gray areas**
- **Repeat back in their words**
- **Articulate cost of inaction**

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TRIAD 3 - The Resolution

CONSULT

- **This is where you present**
- **Certainty & Conviction**
- **Draw out your process on a timeline that addresses all of their concerns**

TRIAD 3 - The Resolution

CLOSE

- **Happens naturally and automatically**
- **Closing is the natural progression of a great presentation**
- **“Is there anything I didn’t go over that you would like to add?”**
- **Here is what it looks like to get started**

TRIAD 3 - The Resolution

CONFIRM

- The next logical step
- Ground Rules for Communication
- What a great relationship looks like

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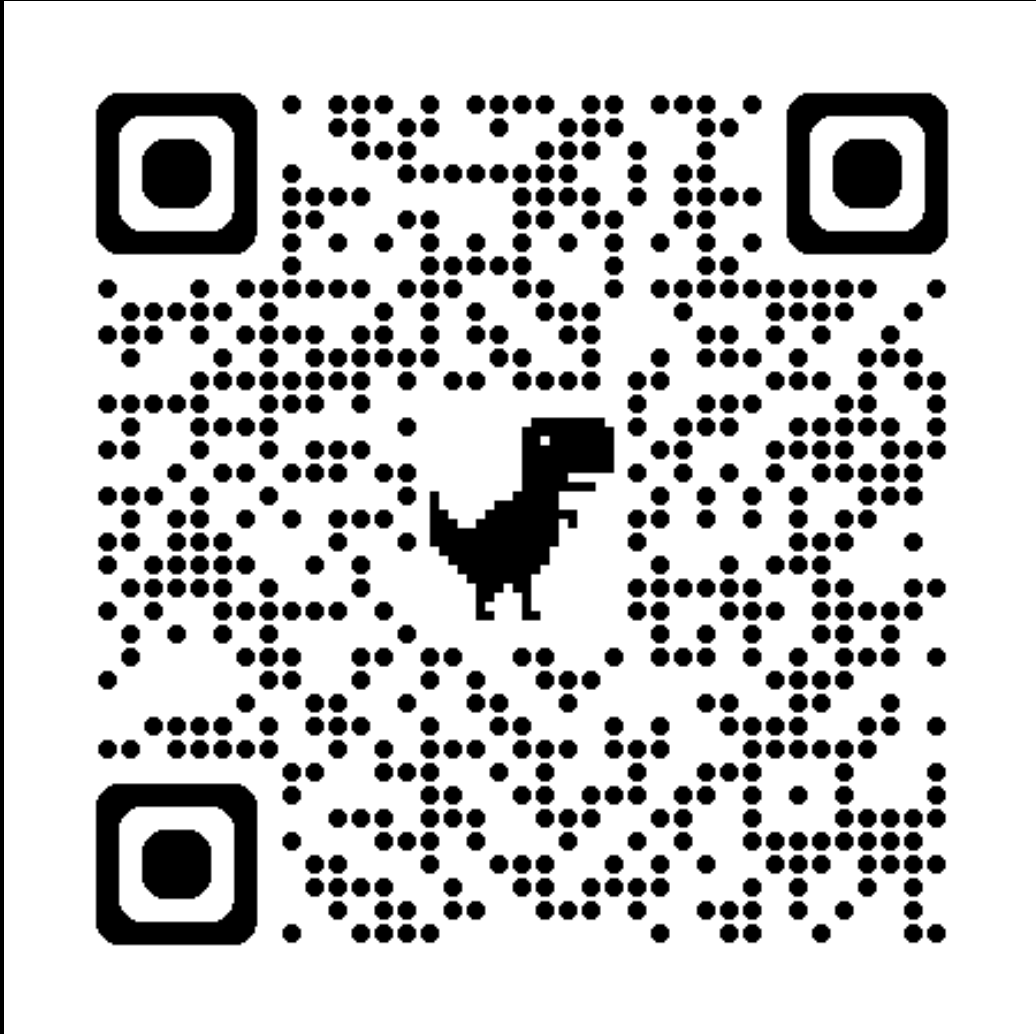
TRIAD 3 - The Resolution

CONSULT

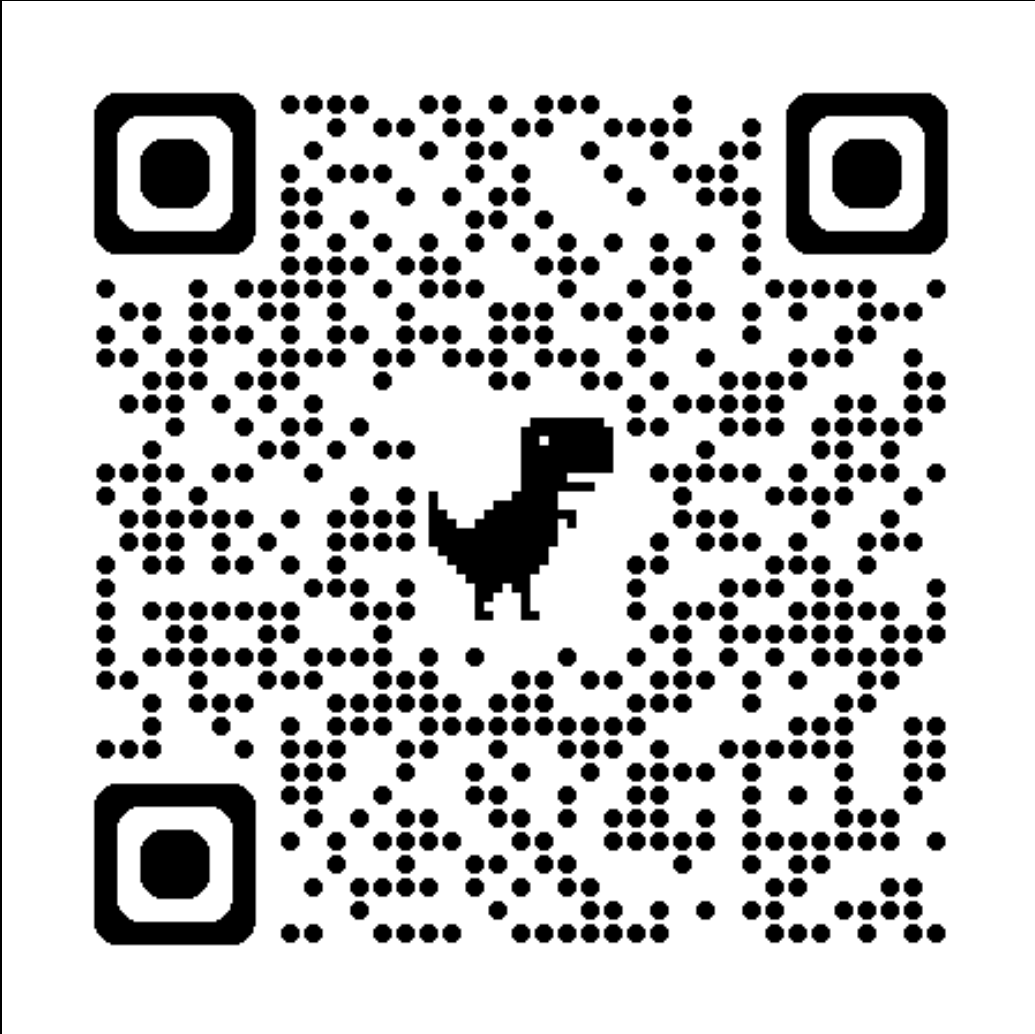
CLOSE

CONFIRM

WE NEED TO 
WORK ON THIS!



CONTROL SELLING



FOLLOW ANDREW UNDEM