

Attitude:is everything!

It is estimated that as much as 90% of success in any sales related field can be attributed to attitude. As a matter of fact, it's not unusual for attitude to be the only difference between the person who is successful and the person who is not. Your expectations can lead to success!

For example:

When a listing opportunity arises, ask yourself if you are going out expecting success or failure! Are you going out to "*make a presentation*" expecting that the seller will cause you problems, or are you going out to "secure a listing" expecting the seller to like what you have to offer? Expect failure and that fact will be evident in how you look, what you say, your choice of words and your tone of voice. Expect success and you will: prepare more carefully, take more support material and statistics with you, appear confident and be relaxed. Remember that the bottom line is very simple – it takes no longer to make a presentation than it does to secure a listing!

When working with buyers, do you take them out to "*show them houses*" or do you take them out to "*find them their new home!*" Many salespeople stop themselves from making a sale the first day they are out with a buyer simply because they're convinced the person won't buy that day. Says who? Find them the right house and there will be no reason for them to put off purchasing it. Again, it takes no longer to "*show property*" than it does to "*sell*" property.

NEVER:

- Put down the competition
- Criticize the client
- Make excuses
- Be dull
- Talk to a client in a negative tone
- Let outside influences control you
- Sell desperate
- Ask a question that they can answer "no" to
- Assume – always get clarification
- Sell what you *have done*. Always sell what you *can do* for your client
- Sell THAT you're great, Always, sell WHY you're great

ALWAYS:

- ✓ Show confidence
- ✓ Show concern about your customer's wants, needs and desires
- ✓ Build rapport and find a common interest
- ✓ Maintain your professionalism under stress
- ✓ Be flexible and ready to learn new techniques and technology
- ✓ Dress professional and be professional
- ✓ Be available by cell phone
- ✓ Have your vehicle in top condition
- ✓ Use a sense of humor
- ✓ Commit to excellence
- ✓ Be persistent
- ✓ Build trust
- ✓ Be positive
- ✓ Associate with people who are doing more than you
- ✓ Believe in yourself, the companies and your tools (Be honest)
- ✓ Listen to what the client has to say
- ✓ Take a lot of notes.
- ✓ Show your client you can get the job done!
- ✓ Acknowledge a negative comment with a quick "yes", but don't make a big deal out of it.

Affirmations for a Successful Real Estate Agent:

1. **Success Keys:** I must think successful and act successful to be successful!
2. **Professional Value:** The real estate commissions I receive are not just a reward for having a real estate license; they are payment for providing valuable professional services.
3. **Real Work:** I do not avoid difficult tasks and uncomfortable situations. I get paid well for doing the things that unsuccessful people won't do or can't do.
4. **Enthusiasm and Confidence:** I do not think, talk or act negatively about the real estate business. I know that my attitude affects my level of success and I always show enthusiasm and confidence to my customers, clients and fellow associates. I believe in my personal value and the value of my office, company and Prudential Real Estate.
5. **Consistent Prospecting:** I do not wait for prospects to come to me. I actively seek-out qualified prospects.

6. Selling Situation: I do not allow myself to become bogged-down in “busy work.” I assure my success by consistently getting into actual selling situations. I maximize my probability for success by working the Prudential Real Estate systems.

7. Reasonable Probability: I do not depend on luck and gamble on unrealistic possibilities. I only work on properties and with prospects where there is a reasonable probability of success.

8. Worthy Clients: I don’t waste my time, energy, or money on unqualified clients. The clients and customers I work with are worthy of my valuable professional services.

9. Working Hours: I do not work the same hours as a salaried employee. I know that I must be available when prospects are available. I do not allow other people to interfere with my work schedule. I carefully guard my working hours.

10. Concern, Responsibility and Control: I do not accept responsibility for situations which are beyond my control. I show concern for all situations, but I only accept responsibility for controllable circumstances.

11. Honesty and Benefits: I do not disguise reality by telling people only what they hope to hear. I tell my customers and clients the truth and sell them on the benefits.

12. Persuasion: I do not argue with customers or clients or run from problems. I successfully persuade people with patience and benefits.

13. Loose Ends: I do not rush through transactions leaving unsolved problems that I hope will disappear. I answer questions and concerns assuring future satisfaction.

14. Personal Responsibility: My level of success is not dependent upon uncontrollable circumstances. I fully acknowledge that ... **If it is to be, it’s up to me.**

15. Specialization: I do not try to work with every prospect or on every property. I specialize on properties and with prospects where I have professional competency value and reasonable ability for success. I also have the personal desire to work with them in a professional manner.

16. I Believe: I have the right to be successful. I have the ability to be successful. I am personally responsible for my level of success. I create my success through my thoughts and my actions!

Prospecting:

A majority of your time in this business will be spent prospecting. **ABP (Always be Prospecting)** It is the most basic, critical element of success. It is imperative you develop and follow a plan. Build your plan around annual, monthly, weekly and daily prospecting activities. Demand of yourself a weekly minimum number of prospecting contacts. If you are new, 95% of your time should be spent asking for business. Do not let pending contracts or any other activity take you out of the business of prospecting every day. Prioritize your prospects, track your results and maintain a simple follow up plan. No other task in the real estate business can be performed until we have a person who is ready, willing, and able to buy or sell.

Regardless of what prospecting method you use, the goal is the same! The main objective is to establish rapport, put the client at ease, minimize their perception of the threat you represent and always direct your dialogue towards their needs. Our job is to turn the prospect inquiry into an appointment with a motivated buyer or seller.

When qualifying a prospect you must ask a lot of questions to help you determine their needs and whether pursuing them is the best use of your time. Start thinking in terms of billable hours. Remember to listen carefully to the answers, take notes and show concern and a willingness to help solve any problems or needs that you uncover. The answers you receive are not only the client's needs, but also tell you what methods to use to meet those needs. These answers will also help you personalize your proposal to secure the client.

You will get objections. Do not be afraid. Objections are a good thing. Objections are simply another form of a question or concern. It simply means a prospect has not made a decision. Always remember, for every no you are one step closer to a yes. When you have determined that the client is motivated to make a move in the foreseeable future, **close**.

Use the P. I. N. Time Management System

(Start every day with a plan of action!)

P = Productive

- Any time you are face-to-face in a selling situation with a client (Listing Presentations, showing buyers homes, writing contracts)

I = Indirectly Productive

- Any activity that could result in a face-to-face selling situation with a client
- All forms of prospecting (cold calling, open houses, door knocking, FSBO's, Expireds, talking to people daily about real estate)

N = Non-productive time

- Everything else – administrative tasks, paperwork, training, meetings

For example...

- ❑ Plan your weekly activities and put them in your day timer. Note the blocks of time as: **P, I, or N**
- ❑ **PRIORITY**: schedule and mark 20 hours of **I** time each week in your day timer.
- ❑ Schedule your **P** time (appointments) around your **I** time.
- ❑ **N** time – handle all other activities after you have done **I & P** priorities
- ❑ Calculate subtotals for **P, I** and **N** each week and make necessary adjustments for the following week.