



The Five Most Important Disciplines for Success in Real Estate Sales

1. Regular persistent prospecting

NEVER EVER FORGET selling of any nature is first and foremost a contact sport. If you don't have buyers or sellers in front of you on a regular basis, you will fail miserably in this wonderful profession. When I say persistent prospecting I don't mean calling the same person six times a day. I mean having a strong database where you constantly keep in close touch with these prospective sellers of homes or buyers of real estate. If you do not have a strong belief and passion in the service that you can provide these people, then you will shy away from being proactive in your prospecting. Get the passion for your profession or get out of it. Today many people think they are doing a great job prospecting simply with email. That should be only secondary. The telephone is still the most powerful prospecting tool ever made. It's been wisely stated "Non persistent sales people raise very skinny kids!"

2. Connecting emotionally by accurately diagnosing your prospect's desires

One of the biggest mistakes sales people make is talking too much. God gave us two ears and one mouth. Maybe he had in mind that proportionate use. Listening attentively to your prospective purchaser or seller of real estate and asking numerous in depth open ended questions will help you more accurately diagnose what that particular person desires to do. Then you can better understand what direction to guide them. Listening is one of the strongest demonstrations of the fact that you care about their personhood, their plans and their problems. It helps you to build that bridge of relationship and create that bond of trust that is so vitally important in this business. After all, the old maxim still holds true today. "People don't care how much you know – until they know how much you care".

3. Activation of their imagination by selling to their heart through storytelling

If you are working with prospective buyers, you must activate their imagination about what their life would be like and how it could be improved by becoming involved with a particular community or specific property. Purchasing this type of real estate is an emotional decision. Stories about how other people have made a similar choice and have seen their lives improved will help to create an activation of their imagination, which in turn creates emotional elevation. The higher their emotions about a particular community or property, the stronger the odds of them taking physical action to be involved with it as well. Most sales people make the serious mistake of telling. They tell everything they know and show everything they've got. That will assure either their failure or at the most, mediocre results. The key is not telling, because a message from the head simply reaches the head. The key is storytelling. Because a message through a story from the heart will reach the heart – where the emotions reside.

4. Thorough follow-up

This is one of the two biggest mistakes made by real estate people. What is follow-up? Follow-up is that pleasing, persistent action taken by a Realtor of keeping in close touch with a prospective buyer or seller until the agreement to buy or list has been made. The vast majority of real estate people give up way too soon. They have the false impression in their mind that they are being 'a pest' if they persist, when in reality if their heart is right toward the service they can offer the prospect, they should be excited and committed to regular contact. It doesn't necessarily have to be a verbal or visual contact. A regular note

or email with a particular article that you have discovered that will help to move them across the buying line will help as well. How about some 'good news' of other people who have made that bold choice to step out and get involved in your community, or list their home with you? Follow-up is one of the most important keys to your success and without it success will remain locked.

5. Super service after the sale – builds your referral base

This is the second biggest mistake that real estate agents make. They don't follow-through. What's the difference in that and follow-up? Follow-through is every point of contact that you make with a client or buyer after the contract has been signed. In other words it's providing the service that you are being paid for. It's going the extra mile and doing more than they ever expected you to do. What's the right definition for service? Here is mine - **"Service is that unexpected extra provided by me after the customer has everything he or she expected from me".** Are you truly serving your customers? Or are you one of the masses that wake up every morning 'unemployed' because you have no referrals for your services? After all, as stated by Jim Wedgeworth, the #1 Realtor in South Carolina for 17 years who does 98% of his business on referrals, "You've got to earn the right to receive referrals and service is the only way to do that!"

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