

Coaches Corner™
Real Estate Champions, Inc
Phone: 541-383-8833
Toll Free: 1-877-732-4676
Fax: 541-383-8832
RealEstateChampions.com

Issue 250 — March 8, 2006

In this week's issue:

1. Words From The President
2. Closing A Client

1) Words from the President – Dirk Zeller

Have you met a Joy-Robber lately? You know the person. You're sending a mailing out to prospects, sending personal letters out to expired listings, or maybe you took my advice and actually got on the phone and started dialing for dollars. Then it happens. You get on the wrong end of the conversation with that one person in your market whose dog just had a run in with an unfriendly truck.

They see you as the enemy. You know what I mean. Perhaps you've felt the same way about the very un-timely telemarketer selling home warranties who happens to call you at 5:33pm just as your sitting down to dinner with your family.

No matter what the situation actually is, we've all had them or will have them sooner or later. These joy-robbers, as I call them, have just decided that very moment in time that they are going to make it their personal mission to ruin your day. It doesn't matter if it's an email, voicemail, or phone call; it hits you at the center of your being if you let it.

The advice I gave to a friend today, and the same advice I'll share with you right now, is don't own it. Don't take it personal, and if you can avoid it, don't finish reading it. If it is a client that requires care, delegate it to someone who is gifted at working these things out. Just don't own it.

Furthermore, remember this saying an old friend of mine shared with me once. "Some Will, Some Won't, So What, Someone Else Is Waiting." There is another person out there somewhere waiting for you to call, and you may even hit it off

with them. Not only that. They may be desperate for your professional services, and without you, they may have never sold there home.

To Your Achievement Of Excellence In Life,

Dirk Zeller
CEO
Real Estate Champions

2) Closing A Client

Too often I see Agents become uncertain as to how to get a client to sign an agreement. It is that moment of uncertainty that causes Agents to lose sales and listings. Here are a few thoughts that can take you over the threshold to more listings and sales.

First, you have to assume success. Champion Agents who assume that they are going to get a contract signed have much greater success. In doing so, they don't go in asking for the business first. Assume you will get it, and then ask.

Once you assume you will be successful, you must decide to get it done. Don't let anyone take you off the track in achieving your goal. I had a coaching session recently with a Champion Agent who was working with a problem buyer. The buyer was getting on her nerves. She had an appointment later that day to show the buyer a house that really fit her needs. I asked her a series of questions about the buyer. She concluded that she needed to sell her this house tonight or cut her loose. I counseled her to assume and decide that she was going to get this lady sold. That evening she did exactly that. Her mental decision to take action with this client made the sale.

The next step is to keep asking. Don't be stopped by the first "no". If you ever watch a four-year-old, "no" doesn't bother them. They will continue to ask until they get a "yes". Did you know that the average sale is made after five "no's"? Do you stop before or after the fifth "no"?

The statistics are quite compelling:

47% of salespeople stop after the first "no" they receive from a prospect.

21% of salespeople stop after they hear "no" a second time.

14% of salespeople quit asking after they receive a third "no".

12% of salespeople fail to continue after the fourth rejection.

94% of salespeople fall short of the fifth time asking for the order.

Studies have also indicated that over 60% of consumers say “no” four times before they make a purchase. All we have to do to control over 60% of the market opportunities is ask more than five times with any prospect we meet. We can easily move into the top 6% of all Agents in income by simply asking for the business.

Make sure, however, to get a few “yes’s” through trial closes along the way. Trial closes are the little “yes’s” of agreement to the little things.

For a seller it could be: Do you have a key ready tonight? Where in the yard would you like the sign to be put: closer to the driveway or on the edge of the property? Is this Tuesday all right for the Broker’s open, or would next week be better for you?

For a buyer it could be: I noticed you both like the swing set; should we ask for it in the offer? Do you want possession the end of this month, or would next month be better? What is a convenient day for a home inspection for you both?

Trial closes build momentum. Momentum is crucial in any sales process. While buyers and sellers would not jump in front of a train, that is what you are accomplishing when you build momentum through trial closes. You’re building up speed and momentum down the track to the sale. They may try to slow you down with a little objection. Just handle it and throw a little more coal in the furnace to get the train up to speed again. The coal is another trial close once the objection is handled.

The last is to keep writing and filling out the purchase or listing agreement. If they don’t stop you, keep going. They have every opportunity to stop you or slow you down. If they don’t jump on this opportunity, keep writing. In my experience, almost all prospects signed with me once I had finished the paperwork, and they will sign with you too.

When on a listing presentation, the earlier you can move the contract out of your briefcase to the table the better. I would pull it out early in the discussions with a client and take notes on it. This allowed the client to get comfortable with it being out on the table. I would also take notes on the listing contract as we were discussing the price they wanted to list the home for. When we agreed on the value of the home and the list price, I would write that price right on the form for everyone to see. Keep writing and creating momentum, as I stated earlier.

Closing a client is a step-by-step process. Practice these steps, and your sales volume will increase dramatically. You won’t have to resort to phrases of manipulation. It’s like the life insurance salesperson who told the prospect,

“Now, don’t let me pressure you. Sleep on it tonight, and if you wake up in the morning, you can give me a call.”

For related articles, go to:

http://www.realestatechampions.com/realestatetraining_articles

Are you looking for impact in your next training event? The insights that Dirk shares through Coaches Corner™ can transform your next training event into a business altering experience. Don’t miss making your next training event focused, impactful and implementation oriented. If you would like Dirk to come speak to your company, board or association, send an email to: <mailto:seminars@realestatechampions.com> Please include your Name, Company, Date and Location of the event. We will send you information on how to book Dirk for your next event.

If you have any questions or challenges that you would like answered, submit them to: <mailto:info@realestatechampions.com>

If you are falling short of where you want to be both personally or professionally, we can help. We have coached hundreds of Agents to incredible comebacks and improvements of their business and life. To find out more about our coaching program, click on the following to send us an email: <mailto:info@realestatechampions.com>

If you have a comment you would like to share please email us at info@realestatechampions.com. We appreciate hearing how our newsletter is impacting your careers and lives!

INVITE A FRIEND TO RECEIVE THE COACHES CORNER™!!

If you have friends and colleagues who would enjoy the Coaches Corner™ please forward it and invite them to subscribe. IT'S FREE. We appreciate your help since your recommendation is how we grow.

Real Estate Champions is committed to partner with you to create abundance in your business and life.

Copyright © 2005 Real Estate Champions

Copyright notice: COACHES CORNER™ may be copied and retransmitted by electronic mail, and individual copies of a particular COACHES CORNER™ E-mail transcript may be printed, provided that such copying, re-transmission, printing, or other use is not for profit or other commercial purpose. However, COACHES CORNER™ may NOT be reproduced in any form on the World Wide Web or in broadcast media, print media or other media without express written permission. Please contact us at Real Estate Champions 1-877-732-4676 to submit a request.