

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

Issue 253 — March 29, 2006

In this week's issue:

1. Words From The President
2. Choose Your Clients – Choose Your Business

1) Words from the President – Dirk Zeller

When the phones stop ringing in most companies, Agents and brokers begin to get concerned. They feel that because there are fewer leads there will be less business done. In the final analysis, the more leads you have the less business you will do.

Because there were so many leads over the last few years in most markets, we have developed poor lead follow up habits. We've turned into "cherry pickers" that struggle when the branches don't bow down to the ground, so we can reach up to pick the cherries. We have developed the habits of picking a few cherries on one tree...the ones that we can reach with no effort. Then we walk away rather than getting a ladder to harvest the whole tree.

The more leads you have the less business you will do. Now is the time to call all those leads you have been warehousing for the last few years and find out if they are real. Are they interested in selling or purchasing in the next six months? Focus in on the outcome of a lead follow-up call. There are only two objectives on a lead follow-up call:

- 1) Set an appointment. This is the only true way of knowing they are real. If you got face to face and belly to belly with more people in your office, your production would explode.
- 2) Find out the exact time frame in which a decision is going to be made, and set an appointment for them. We often call people back month after

month for years. Do you have leads that you have been calling for well over a year? Why?

Most of us would rather call this person back than make a new prospecting call. If we have enough of these leads, we won't have to make prospecting calls. We can avoid the unpleasant prospecting process. What happens if the leads you have in your database aren't any good? Then we are in trouble with our cash flow.

Don't get the feeling of security because you have a lot of leads. We can easily fall into that feeling when we are re-calling the same people. We feel we are making progress because these people are committed to working with us. What happens if they don't move for five years? We need to hope we are still in business at that time.

In the end, the more leads you have the less business you'll do.

To Your Success,

Dirk Zeller
CEO
Real Estate Champions

< - Press Release - >

Bend, OR - "Dummies® Book Completed and Submitted To Publisher Wiley"

Dirk Zeller, one of only a couple of authors in the Real Estate Industry chosen by Wiley to write a Dummies® Book, has recently completed the only success oriented title. Success As A Real Estate Agent For Dummies® is due to hit the shelves nationwide June 30th, 2006. High demand is predicted, and the publisher has ordered 50,000 copies for the first run.

TO RESERVE YOUR COPY TODAY GO TO:

http://www.realestatechampions.com/direct/detail.asp?product_id=5075

< - FREE Agent Tools - >

Bend, OR - "Shy Buyer's Agent Coaxes Guru into Surrendering Three Top-Secret Tools for **Lead Mastery, Listing Presentations, and Buyer Conversions.**"

TO GRAB YOUR COPY OF THE FREE BONUS TOOLS:
Copy and Paste (or Click) the following link in your browser and hit enter.

<http://MyOptInPage.com/?pid=555173>

****NEW** Bonus Tools Include 7 Part Audio Instruction and 5 Coaching Sessions Delivered By E-mail.**

2) Choose Your Clients – Choose Your Business

The path to failure is trying to please everyone you come into contact with. I believe that I was not put on this earth to help everyone buy and sell. I can't help everyone, and I don't want to. Too many Agents believe that they are forced to work with anyone who shows up. By excluding people, you will create better and more loyal clients.

Many of the people we meet are unreasonable and should not be clients of anyone. They don't deserve the honor of any Agent's time and attention. Our job is to recognize their low probability of ever becoming a quality client and to run away quickly.

The feeling of walking away from someone who would otherwise cause my staff and me great frustration was even better than that of getting a new listing. The look on that person's face was always priceless. Most Agents never experience the thrill of doing business on their own terms. Most Agents compromise their philosophy and beliefs for dollars. Below are four different categories of people you will find yourself working with regularly.

Terrific Clients:

Most salespeople are just looking for the sale. A professional salesperson is always on the lookout for terrific clients. Terrific clients respect people who are highly skilled at their professions. They listen to advice and guidance that is presented well and that has supporting documentation. They open up about their goals and desires for real estate and their expectation for service. You will always know where terrific clients stand; they don't play "hide the ball." You are not the enemy. You and the terrific clients will be on the same team, working toward a common goal. They also will be fantastic referral sources for your business.

No-Clue Clients:

No-clue clients live in a dream world. It is difficult to get them to look at the facts and figures that might upset the fantasy world in which they live. These clients really don't want to know the truth . . . that their home is worth 15% less than they think. Each one believes that he or she will land the one buyer

who will pay dramatically above fair market value. Unless the no-clue client has extremely high motivation – job transfer, divorce, new children -- you will have no sale. If the bottom line is that they *have to* move, you may be able to bring them to reality. In that case, the no-clue client could eventually make progress toward becoming a terrific client.

Information Service Clients:

These people just want information and expertise from you. They have no intention of creating a relationship of trust; you are only there to provide your knowledge. The information-only client truly believes that this approach is justified. He or she also believes that if you are foolish enough to give your knowledge for free, then that's your problem. These clients will take your knowledge; they will either use it to buy or sell on their own or will give it to a friend or family member who doesn't have your skill level and put the business into that person's hands.

Information-only clients will rarely answer direct questions. They are evasive. They will challenge your knowledge, beliefs, advice, fees, and services; these challenges will usually become their justification for not working with you. Sometimes they get offended at your questions. Their belief is that the expertise that they can get out of you is useful, but that their way is better.

Distrusts Everyone Clients:

These clients believe that everyone is out to get them. They believe that everyone is trying to reach into their back pockets. They believe that every question you ask comes with its own hidden agenda . . . that what you are really looking for is the weak point that will allow you to destroy them. Even when, with a lot of care and attention, you manage to win these people over and make them your clients, they will be gone if you or your team make one honest error. They believe that whatever negative experiences happen to them it is all part of the big conspiracy against them.

Selecting and excluding people at the outset is the best way to ensure good client relations. Many problems with clients are caused, not by external events or deficiencies in our interpersonal skills, but by the perceptions and expectations of clients themselves. Some people just don't make good clients. Create a strong interview process, so you can quickly and efficiently remove the problem prospects before they get inside your inner circle. The price you pay for letting them inside is wasted time, wasted energy, emotional drain for you and your staff, and certainly loss of revenue. Focus on working only with terrific clients. You'll be amazed at the increased income and job satisfaction you will enjoy.

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 e-mail to:

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: 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 e-mail:

Info@RealEstateChampions.com

If you have a comment you would like to share please e-mail 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.

©2005 Real Estate Champions

Copyright notice: COACHES CORNER™ may be copied and re-transmitted by electronic mail. 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.