



## Coaches Corner™ - Tips, Tools, News and Articles for Real Estate Professionals

[Home](#) [Training](#) [Coaching](#) [Free Resources](#) [Articles](#)

## In This Issue...

- [Timing Your Market](#)
- [What Prospecting Is – and Isn't](#)
- [Persistence](#)

## Timing Your Market



Preparation is critical for success. Sometimes, when the market takes off, we are not prepared or ready to take advantage of it. Part of being a successful agent is knowing where the market is heading. The key is getting there before the others.

Wayne Gretzky once said that the reason he was a great hockey player was because he was always heading to where the puck was going to be, rather than going to where it was. He was ahead of the game. He could see where the puck was heading and the opening ahead where it was going to be, a pass or two ahead of time.

- **Where is your market going in the next sixty days?**
- Are you heading there?
- **Do you need to go after more listings aggressively?**
- Are your buyers motivated enough?
- **Who has the real control in your market: the buyers, sellers, or you?**

We need to understand the market to take full advantage for our clients and prospects. Here are six things to look at:

1. **The average list price to sale price**
2. The average days on the market
3. **The hottest selling area**

 - [ **Training Spotlight** ] -

 Objection Handling  
 Mastery


**Includes: 12  
 CDs, almost  
 200 Scripts &  
 tools for \$505...  
 \$297**

**I Want to Learn  
 More**

## Coming Up

## Tele-Seminars

- Getting the Listing on the First Appointment Thursday, July 20<sup>th</sup>

**Reserve My Seat!**  
 Last Chance!

 Champion Performer  
 Series

- If Business is War -

4. Are most buyers competing in multiple offers?
5. **The influence of interest rates on the market**
6. Possible outside forces that may affect the market

All of these variables affect your current market. They will shape what you do in response to the market and the results you get. **You need to know these six things to enable you to gain the upper hand in all your ventures.**

To your Success,

**Dirk Zeller**  
CEO  
Real Estate Champions

 Top

## What Prospecting Is – and Isn't

**P**rospecting is one of the easiest but most misunderstood concepts in the field of sales.

Sales trainers are always trying to sell their “prospecting-free systems” on worldwide speaking circuits by saying, basically, “You will never have to prospect again if you use my system.” And, because salespeople **secretly don't want to prospect**, they readily buy into the too-good-to-be-true, no-prospecting philosophy.

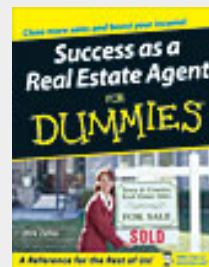
Our readiness to take the easy bait makes us like the wolves that are hunted above the Arctic Circle. The wolf hunter dips a sharp knife in blood and freezes it. He repeats this over and over until the knife is thick with layers of frozen blood that attracts the wolves' keen sense of smell. They begin to lick the knife, working themselves into a frenzied rage to find fresh blood. Eventually, they succeed, taking their passion for the knife even higher. What they fail to realize is that the fresh blood is actually their own. **They bleed to death from their own actions.**

As salespeople, if we buy into the myth of a prospecting-free sales system, failing to learn sound prospecting approaches and abandoning the need to continually develop new leads, we risk ending up like the wolf – **chasing false promises and endangering our livelihood** in the real estate business.

Learn to Think Like a  
General

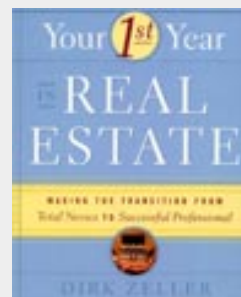
### Quality Training

Get **Dirk Zeller's Award Winning Books** and Download Real Estate Champions **PDF Ebooks!**



**Success As  
A Real  
Estate  
Agent For  
Dummies®**  
Now In-Stock!  
[Here First!](#)

by Dirk Zeller



**Your 1st  
Year in  
Real  
Estate:**  
[Making the  
Transition  
from Total  
Novice to](#)

[Successful  
Professional](#)

by Dirk Zeller



**Jump Start Your  
Production:** [The key  
to success and having a  
strategically strong year.](#)



**Blueprint for  
Success:** [Reach peak  
performance in your life.](#)



**Successful Selling in  
Tough Times and  
Tough Markets:** [Skills,  
mindsets and concepts  
that allow you to close  
sales even in difficult](#)

Webster defines prospecting as **“seeking a potential customer, seeking with a vision of success.”** Notice there’s nothing in that definition about waiting or hoping. The definition revolves around action being taken by the salesperson, starting with the word “seeking.” Prospecting involves finding people to do business with.

The other key phrase is “with a vision of success.” Prospecting requires positive expectations. It requires a positive-results mindset, in part to overcome the influences of all the other agents who don’t prospect, don’t value prospecting, and stand by to negatively influence your vision and expectation of success.

As a new Realtor in 1991, I joined an office full of experienced agents who were doing well. I knew that to succeed I needed to prospect. I didn’t know much more than that, but I **understood the value of prospecting** based on the results I’d experienced in my previous sales jobs.

I’d come into the office at 7:00 a.m. and by 8:00 I’d be talking to expired listings, FSBOs, people within my sphere of influence, whoever I could reach on the phone. The snickering from the other offices didn’t escape my notice, nor did it redirect my efforts. **The laughing died down within six months when my listings and sales put me on top-performing lists** – and it stopped altogether when I made over six figures in my first year in the business. I became the number one agent in that office after my third year in the business. And my commitment to prospecting hasn’t stopped yet.

### What Prospecting Is:

- Calling past clients
- Calling people in your sphere of influence
- Calling expired listings
- Calling FSBOs
- Cold calling for listings and sales
- Knocking on doors
- Hosting open houses
- Calling absentee owners
- Cold calling from lists of names

### What Prospecting Isn’t:

- Mailing magnets, calendars, and almost anything else
- Setting up a website
- Joining service organizations
- Wearing your name badge
- Placing magnetic signs on your car

[circumstances.](#)


 [More Real Estate Training Books](#)


### Later this Year


- Champion Agent’s Buyer Interview - August

### More Quality Training

**Streaming Audio** is a great, easy way to learn on the go.

 [7 Smart Ways to Explode Your Production:](#) Out smart, out last and out perform your competition.

 [How to Increase Your Income by \\$100K:](#) Dirk exposes secrets of these Top Producers.

 [Double, Double:](#) Learn the skills and techniques to double your hourly rate within 6 months.

 [More Streaming Audio](#)



### Partner Services

Sponsoring a community sports team  
Doing floor time  
Answering e-mails  
Pinning your business card on bulletin boards

While marketing is very important, prospecting is the pathway to sales success.

Need more help with listings? [Click Here](#) or [See Below](#)



***If you're tired of losing the listing to other agents, join us for your personal plan for...***

## "Getting the Listing on the First Appointment"

**\*Last Chance!\***



### Tele-Seminar -

Thursday, July 20<sup>th</sup>

10:00am PT • 11:00am MT • 12:00noon CT • 1:00pm ET

Run Time: 90 min, including **LIVE** Q&A with Dirk Zeller

Seating is *limited* to only **250**. Reserve your place NOW while we still have room.

*"We are already **putting into action a number of the ideas we learned from the seminar**. In my three years in the upper-end real estate industry, my sales have doubled each year.*

*Last year, my transactions totaled \$13 mil. Utilizing Dirk's system, we anticipate (and are counting on!) **an increase of at least 50% this year** over last year.*

*Thank you in advance for your part in our success!"*

**- Elaine Bierstock, Lyon Real Estate, Sacramento, CA**

 **[Get More Information Now!](#)**

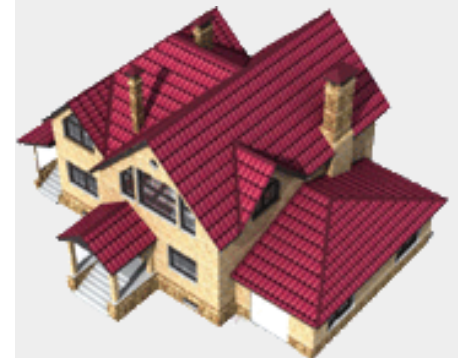


**Read Dirk's Featured Articles in Realty Success.**

Please visit [RealtorLibrary.Com](http://RealtorLibrary.Com) to request a free online issue. Contact RealtySuccess at 888.529.5842 to learn about current specials on printed subscriptions.

RealEstateChampions.com is Hosted by [Web Merchant Services](#)

Response Hotline Service available through [24/7 Call Capture](#)



## Persistence

I was asked recently what the one skill is that a Realtor® needs in order to be successful. That was a tough question. The one skill...I thought about it over and over. There are so many skills Agents need to be successful. We have to have **good presentation skills, marketing skills, negotiating skills, objection handling skills, technology skills.** Then it hit me. All those skills pale in contrast to this one: **Persistence.** It is the one skill that will make up for our deficiencies in all the other areas. It will allow us to win in life no matter what obstacles are placed in front of us.

Calvin Coolidge, our 30th President, said it very well, "Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. **Persistence and determination alone are omnipotent.**"

It truly is a noble skill to have the ability to move forward when everything around you is collapsing and meeting the challenge head on and grinding through the competition. We are all professionals, or we aspire to be a professional. The definition of a professional is someone who does something, even when he doesn't feel like doing it. Many of us know what we need to do; yet we don't do it. We spend our time looking for the one step that will change our life, rather than using the path of persistence to win. We look around for the magic answer that will solve all our problems. Do you realize that over 80% of the late night infomercials are centered on "get rich quick or lose weight instantly"? We live in a liposuction society where we want abundance-yesterday. We don't want to do the diligent, persistent work to achieve success. My friend Zig Ziglar has a great line: **"Life is like a cafeteria. First you pay, then you get to eat."** It's not a restaurant where you sit down, get served, and get your fill. When you are full and satisfied, then the bill arrives. You have to pay before you receive the reward.

Persistence is crucial to ultimate success in life. To learn the skill of persistence, you must first learn to persist in the little things. The first step for **mastery of persistence is the ability to decide and have the clarity of decision that you will do it or else.** Start with persistence in your eating habits or workout habits. You could even just select one thing or task you need to do today. Then make sure you complete it before the end of the day. Don't ever end your day before you get it done.

We often select too many things or set the bar too high too early. This will cause us to fall short, and the negative self-talk will begin. **The journey to run a marathon begins with a walk around the block.** Start with the walk around the block and, in a few days, go twice around. Then in a week, you can do four times around. By the end of the month, you will be able to walk a mile. The process in business is the same. Start with calling a few past clients or sphere of influence. Call five people a day. You don't need to do four hours of prospecting. That's like running a marathon without training. If you managed to actually do it, which would be rare, you would be so sore and tired and spent. You would be worthless for a week. Build the skill of persistence.

The best technique to learn persistence is to just start. The truth is it's the start that stops most people. **Just beginning is the biggest barrier for everyone.** Getting your sneakers on and stepping on the treadmill or picking up the phone the first time is never as bad as our mind makes it out to be. Once you begin, you pick up momentum and that positive self-talk of accomplishment. My father taught me a saying many years ago. It is a saying about persistence. It's a saying that exemplifies his life.

***Once a task has begun,  
Never leave until it's done.  
Though the task be great or small,  
Do it well or not at all.***

Persistence is, by far and away, the skill that we need to master. It is the one skill that guarantees success in both your personal and professional life. There is no substitute. Remember, it is the start that stops most people.

For related articles, go to:  
[http://www.realestatechampions.com/realestatetraining\\_articles/](http://www.realestatechampions.com/realestatetraining_articles/)



## New Coaching Programs (Very Affordable)

**"Your Once In A Lifetime Opportunity  
To Be Coached By  
The Dummies Book® Author!"**

Imagine the bragging rights you'll have: You'll be coached by the Dummies Book® author on a small team (only a few) of some of the best agents in the country. This solution is also our most affordable solution (you'll probably spend more on gas in a month).

There are two group coaching programs to choose from:

**1) PAC Level 1** designed to help New or Struggling Agents to get to "Consistent Producer" status (30 transactions per year) in 3 months.

**2) PAC level 2** is for the already "Consistent Producers" who want to reach the next level, "**Top Producer**" (40-60 transactions per year).

Please consider joining me and get more information on these programs by clicking your choice below and sending me an email.

Together we can discover the best and fastest way to put you in the "Successful Agent" category together.

## Performance Accountability Coaching - Level I



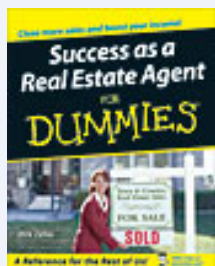
Dirk Zeller

**Become A Constant Producer  
(30 Transactions/yr)**

**Wednesdays, Beginning July 12<sup>th</sup>**

Run Time: **LIVE** coaching with Dirk Zeller for one hour, every week.

Four groups [7:00am - **8:15am (Sold Out)** - 9:30am - 10:45am (Pacific Time)] with seating *limited* to only 12 per group.



**Register Now and secure your spot,**

My NEW Book Available July!

while we still have room. Only 24 spots left!



### Performance Accountability Coaching - Level II

**Become A Top Producer (40-60 Transactions/yr)**



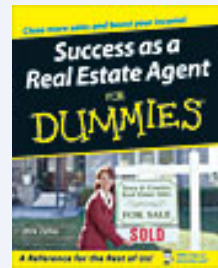
Dirk Zeller

**Mondays, Beginning July 17<sup>th</sup>**

Run Time: **LIVE** coaching with Dirk Zeller for one hour, every other week

Two groups [**1:00pm or 3:45pm (Pacific Time)**] with seating *limited* to only 5 per group.

**GO** Get more information **NOW** on how to **secure your spot!**



My NEW Book Available July!

**Reserve your place NOW** while we still have room. Only 6 spots left!



#### Newsletter PDF Archive

- [July 11th](#)
- [July 5th](#)
- [June 27th](#)
- [June 20th](#)
- [June 13th](#)
- [June 6th](#)
- [May 31st](#)
- [May 23rd](#)
- [May 16th](#)
- [May 9th](#)
- [May 2nd](#)
- [April 26th](#)
- [April 19th](#)



### Help Your Friends

If you have friends and colleagues who would enjoy the Coaches Corner™ please forward it and invite them to subscribe. 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.

Real Estate Champions, Inc  
132 Crowell Way  
Suite 200  
Bend, Oregon  
97702  
USA

Thanks for reading!

---

REALTOR® is a Registered Trademark of National Association of Realtors, Inc.

To Unsubscribe, simply reply to this email with the words "CC *Unsubscribe* " in the subject line.

Real Estate Training & Coaching

**Coaches Corner™ - *Tips, Tools, News and Articles for Real Estate Professionals***

©2006 Real Estate Champions, Inc