



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

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You as CEO of a Multi-Million Dollar Sales Corporation



Clarity in business is critical. The most successful companies have intense clarity of purpose. They clearly understand their core values. These are the tenets they stand for above and beyond everything else.

As an Agent, you need to understand that **you are truly running a multi-million dollar sales corporation.** You have to put the "CEO Hat" on daily. The CEO's role is to provide the vision for the company. You must create the vision of where you want to be. What will your business look like in 5 years? Who will you be servicing, and how will you service them?

Take the time in the next week to answer the above questions. Block out an hour (or two) in your schedule to **create the target** for your multi-million dollar sales company. The first step is having that clear, focused target you desire.

To your Success,

Dirk Zeller
CEO

- [Training Spotlight] -

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- The Champion Agent's Buyer Interview
Thursday, August 24th

[Reserve My Seat!](#)

Champion Performer Series

- If Business is War -
Learn to Think Like a

Real Estate Champions

P.S. If you've ever thought about investing in coaching, now is the right time. Group coaching is THE most affordable opportunity. See the [end of this newsletter](#) for more information.

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Four Easy Steps to Handling Presentation Objections

Sales objections are part of selling. For most people in sales, they represent an immovable object in the road to your success. **Real estate agents often freeze when presented with a sales objection.** They don't know what to do or say in the face of this perceived danger.

Let me share with you a radical concept. Sales objections are actually good. Now that I've blown your circuits, let me explain. There is no selling of anything significant without sales objections. **Sales objections** indicate an elevated level of interest, desire, or motivation to buy what you are offering. These **are merely a request for more information.**

The prospect is saying, "I need more information. If I like the information you give me, I will do business with you." What could be better than that?

One of the best ways to delay objections is to refer back to your approved agenda, saying:

"Mr. and Mrs. Seller, would it be all right if I answered your question when we get to Item Number 5 on our agenda? That's where we discuss _____."

Better than 40% of the time, they won't bring the sales objection up again. You handled the sales objection by delaying its arrival.

Using **your agenda** to delay objections is particularly important when the concern deals with the home price or the cost of your service. Don't ever respond to pricing concerns until you have determined the sellers' wants, needs, and expectations and established the value for your service.

Objections are inevitable, so be ready to deal with them by

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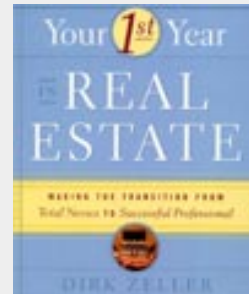
Quality Training

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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

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

following this four-step system.

The Power of The Pause

When an objection arises, hear the client out completely and then pause. Pause to collect your thoughts and, for many salespeople, to lower what might feel like rising blood pressure. Pause to ensure that you heard the objection completely. Don't try to cut the person off. I've watched salespeople interrupt, as if they are hoping to stuff the words back into the client's mouth before they're even out. This is the biggest mistake you can make. It demonstrates rudeness and insensitivity.

Acknowledging Concerns

After hearing the objection and pausing to consider it, acknowledge the concern. This confirms that you understand what the client said, and it also gives you a few moments to consider and prepare your response.

Notice, nothing in the previous paragraph advises you to agree with the client. You can acknowledge the concern and thank the client for bringing it up without saying that it is right.

You can acknowledge by using any of these phrases:

"I understand your concern in this area."

"That's a really terrific question. I'm glad you asked it."

"I can see where that might cause you concern."

One of my favorite techniques is to follow acknowledgement of a concern with a question or comment that probes for more information. The following responses give you an opportunity to learn more while also buying a few moments to develop a response:

"I understand your concern in this area. Why do you feel that way?"

"I can see where that might cause you concern. Tell me more."

Isolating concerns

By now you might be ready to pounce on the objection with your best answers. Hold off, if you can, while you isolate the concern. Isolation at its fundamental level, asks: "If it weren't for this concern, we would be working together, right?"

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Later this Year


- Champion Agent's Buyer Interview - August

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By isolating, you cause the prospects to lay all their concerns on the table. Through this one step, you learn everything that is standing between you and a signed listing contract.

Use any of these isolation scripts as you help sellers get their concerns out into the open:

"Is that the only concern that holds you back from moving forward with me?"

"Suppose we could find a satisfactory solution to this important concern of yours. Would you give me the go-ahead?"

"If this problem did not exist, would you be ready to proceed right now?"

By isolating the concern, you learn exactly what you're up against. You might surface another objection in the process – which is why many agents shrink away from this step – but you would have heard it later anyway.

Responding with confidence

By now you've heard the objection, paused, acknowledged, and isolated. Now is the time to respond.

The most commonly stated objections center around agent commission, price of the home, length of the listing term, and the need for extra time to make the listing decision. More than 80% of the objections you'll hear over the course of your career stem from these key concerns, so prepare yourself by outlining and mastering your responses that convince the sellers you are able to handle the concern more effectively than other agents.

Ask your broker for scripts the company recommends to handle sales objections. If they don't have them, then make an investment in your career and buy them from an expert.

Need more help qualifying and closing prospects? [Click Here or See Below](#)

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If you're tired of wasting time with wishy-washy buyers maybe it's time you learn the...



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"Champion Agent's Buyer Interview"



Tele-Seminar -

Thursday, August 24th
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.

*"Thanks Dirk! I have been reading your Coaches
Corner™ articles every week for a year, finally
took the plunge and attended your tele-seminar... I
went out over the weekend on 3 listing appts and
just entered the second into MLS. Thanks for the
confidence booster, and now I finally know how to
have the 'EDGE'."*

– **Michelle Anderson, Crossroads Realty**

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How Effective Are Your Sales Skills?

Do you have the skills that will make you massively successful? The people who are compensated the best in life are highly skilled and highly specialized. They perform few functions, but those few are performed exceedingly well, and they are paid handsomely for performing them.

Let me share an example. My father had open-heart surgery. He was blessed to have an excellent heart surgeon. That was exactly what this doctor did – heart surgery and only heart surgery. There was an anesthesiologist who put my father to sleep. There was another surgeon who retrieved a vein out of my father's leg and prepared it for by-pass. There was another surgeon who opened the chest cavity and readied the heart. After all those functions were complete, the heart surgeon stepped in for his part. He completed his bypass section of the surgery and left the others to complete the operation. **Do you have the skills and the systems to run your business that way? What would your production**

look like if you did? How balanced would your life be with this type of a business?

If you had that level of sales skills and consultation skills, **you would be paid better than that heart surgeon is paid.** There are more people who truly need your services than there are who need a heart surgeon. You have a bigger market to sell your service in today than the heart surgeon has. The question is whether you are truly taking advantage of it and preparing yourself to win.

Abe Lincoln said, "If I had six hours to chop down a tree, I'd spend the first four hours sharpening the axe." He would spend two thirds of his time improving the tools that make him effective at work. **What would your business look like if you spent time sharpening your axe?**

What do we normally do? We start right in trying to chop down the tree. We don't evaluate how best to do it. We just start chopping and hope that the tree will eventually fall. We keep swinging the axe until the sweat is pouring down before we evaluate if this is the best approach.

Most of us work to make progress in our life. By working hard, we make good time. But we are often making good time in the opposite direction of our desires in life. The problem is we don't know where we are going. **Many of us have not clearly defined what we want.** We also haven't spent the time to sharpen our skills, so our efforts can produce much fruit.

Many speakers talk about being efficient. When your efficiency increases, they say, you have won the game. It is true that there is value in increasing your efficiency. Efficiency is great, as long as we are effective as well. **But being highly effective is more important than being highly efficient.** Let me give you an example. Being efficient is having the skills to drive at 70 mph versus being able to control a car only up to 55 mph. Being effective is taking the most direct route to drive from Denver to Chicago. If you are not focused on effectiveness, you may drive from Denver to Dallas to get to Chicago. The goal is Chicago; even if you can drive at 70 mph the whole way, going to Dallas first wipes out all of your efficiency gains. Take the time to ensure that you are heading directly in the direction you desire; that you are not taking a wrong turn; that you are not stuck on the turnpike of life with no exit for hundreds of miles.

You must spend time to focus on being effective; to "sharpen the axe". **What is your axe in the real estate business?**

Which tools do you need to spend time sharpening in order to be more effective? Most of us have quite a few things that we need to sharpen in our business. Select one thing that really needs your attention today. Don't wait until tomorrow – do it now. Then work on, focus on, and improve that one area (even if only for 30 minutes a day) to sharpen your axe. You will be amazed at the ease with which you can fell the big trees of life.

If you need help to really sharpen your skills, give us a call at 1-877-732-4676, or check out our web site at www.RealEstateChampions.com. We have many sharpening stones to get your axe razor sharp.

For related articles, go to:
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New Coaching Programs (Very Affordable)

**"Your Once in a Lifetime Opportunity
to be Coached by Dirk Zeller,
The Dummies Book® Author!"**

Imagine the bragging rights you'll have: You'll be coached by the Dummies Book® Author with a small team 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).

Join me and get more information on these programs by clicking your choice below.

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

Performance Accountability Coaching - Level I

Become A Consistant Producer (30 Transactions/yr)

Wednesdays, Beginning August 9th

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

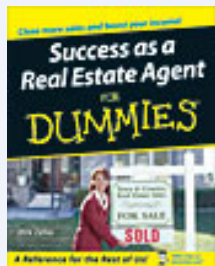
Four groups with seating *limited* to only 12 per group.

GO Register Now and secure your spot, while we still have room. Only 4 spots left!

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Dirk Zeller



My NEW Book In Stores Now!

Performance Accountability Coaching - Level II

Become a Top Producer (40-60 Transactions/yr)

Wednesdays, Beginning August 28th

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

Two groups with seating *limited* to only 5 per group.

GO Register Now and secure your spot, while we still have room. Only 5 spots left!

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My NEW Book In Stores Now!



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