



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

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## Success Guaranteed Using the **Law of Accumulation**



Most of us are looking for the “magical” answer that will make our lives dramatically better. We are looking for the one thing that puts us over the top.

Many people already have all that they need. They have the resources right in front of them. It isn't that they have a magic referral system, magic website, or even magic mail; put simply, they practice **The Law of Accumulation**. It is the application of consistent effort in a consistent way. It's the little steps in life and business, done over and over again in a particular order, which create the **“Big Results”!**

We live in an “instant” society. We all want success, money, and power instantly. We often want it with little or no effort. **Have you ever stopped to ponder, what's the big rush?** I am not in any rush for my young son to grow up and move out of the house. I want to savor every moment because it is so brief. The truth is I would not be ready for the challenges of the teenage years yet.

**Why do we have to have it all right now?** We would miss so much by skipping the little steps along the way. We would

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Coming Up

not learn what we would need to know to be better prepared for the future.

What if you had it all right now? Steve Wright, the great comedian always said, **"If you had it all, where would you put it?"** What would you do with it all?

One thing that could happen is that you would constantly worry that you were going to lose it. When something is gained so easily and quickly, you don't value it as much. I value my son, Wesley, at a much higher level after going through five years of fertility challenges with Joan. The business you work to build, the car you save for, the house you dream about and then acquire are all examples of the **value of the little steps you take to prepare you for the big results!**

I know many of you think having it all right now will cause you to be happier and more fulfilled in life. Here is a news flash for you...having more only intensifies who you already are. If you are not happy, having more will not solve that problem. If you are a jerk, having more will only make you a bigger jerk. Having it all right now will only improve your life if you are happy with where you are currently. Now, I said happy, **not satisfied**; we should always be striving for more.

One of the keys of success is having a set plan where the little steps, repeated over time, add up to the big result. **The question is do you have that plan?** Is it clearly written, so you know what you must do? Are you following it daily? To be successful is easy; it's merely replication of good habits that add up over time to the successful result. The opposite is also true. Failure is merely neglecting to do those good habits daily, which, in effect, eventually leads to an unsuccessful result. We have to create and understand the plan. That would be investing in preparation. To achieve success, you must prepare.

Once you have prepared, you then need to work the plan. You have to work each step of the plan – don't skip any of them. You have to invest in patience.

Last, we have to stick with the plan. For most of us, if it doesn't work in 30 days, we are creating another plan. We have to work the plan with perseverance to ensure a positive outcome. When it starts to get tough . . . keep going. **When the results are not exponential . . . keep going.** My friend, Jim Rohn, says we need to look for measurable results in a reasonable amount of time. Those two elements should be determined in the preparation stage, not at the point when

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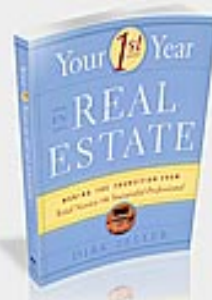
## Quality Training

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**Success As a Real Estate Agent For Dummies®**  
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.

your perseverance is getting weaker.

- Create the plan – preparation
- Work the plan – patience
- Stick with the plan – perseverance

If you apply these three steps, your success is guaranteed. The guarantee is The Law of Accumulation.

To your Success,



**Dirk Zeller**  
CEO  
Real Estate Champions

P.S. For more help with leading your prospects, click [here](#).

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## Staying in Control and Asking for the Order - (Power Scripts)

**Agents lose control of the listing presentation when they allow the sellers' agenda to take over the discussion.** I have listened to agents who have lost control to the seller in the first five minutes. The problem for most agents is once they lose control, they don't have the skill to wrestle it back.

The sellers' agenda is simple. They want to know what their home is worth. They want to know what you do to sell it and what you will charge for your service. And for sure, they want to know what they'll put in their pockets when the deal is done. **If the sellers cause you to orient your presentation to the order of their interests, you won't walk out with the listing.**

If you talk about the price of the home and your fee structure before you've built trust, credibility, and value for your service, you'll lose every time. Don't ever follow the seller's agenda!

### Setting the Agenda Early-on

The most powerful technique is to have an actual order or agenda you follow. Then type it out to hand to the seller,



#### **Blueprint for Success:**

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saying:

*"Mr. and Mrs. Seller, I have found this presentation order to be most effective for my clients like you. It allows me to present to you the important facts, marketplace strategies, and benefits you receive as my clients. In addition, there will be plenty of time to answer all your questions, so you are completely comfortable with your decision. Would it be all right with you if we follow this agenda for our meeting?"*

## Keeping on Track

When the seller brings up a point that would cause you to abandon your presentation plan, pick up the agenda sheet and ask:

*"Would it be all right to discuss that when we get to this point in the presentation?"*

Your agenda might look like this:

- **Review agenda for the meeting**
- Visual inspection of the property
- **Discuss clients' goals, needs, and expectations of me**
- Discuss my professional credentials
- **Determine listing price**
- Complete the paperwork, so we can begin serving you

The last item needs to be on your agenda. It alerts the clients in advance that you are going to close. In fact, **etch all six items in stone; don't move them or rearrange them.** You have to build trust, credibility, and value in that order, or you will lose.

## Asking for the Order

After you have overcome seller concerns or objections, ask for the order. In sales terms, this means ask the prospects to do business with you.

At the end of a presentation, a typical salesperson's close is something like, "Well, what do you think?" It's obvious to me why the typical salesperson sells very little. Winding up with a question like, "What do you think?", is hardly asking for the order or closing.



## Partner Services

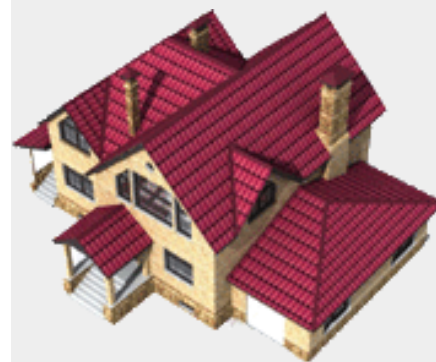


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Closing is making a definitive statement about your conviction that you are the right person for the job, and they should take action now. A good closing statement goes like this:

***"Mr. and Mrs. Seller, based on your goals, needs, and expectations, I am confident that I am the right person to handle the sale for you. Let's get started now!"***

As you say, "Let's get started," you slide the listing agreement in front of them. Hand them the pen to sign with and smile. Most importantly, shut up! Don't utter a word.

### **Bringing the Presentation to a Natural Conclusion**

Following any major sales transaction, people feel a bit of uncertainty, a feeling of, "What did I just do?" Pre-empt fear by addressing and controlling concerns.

**Before you leave the meeting, recap what steps will happen next and what you will be doing for your clients in the next 24 - 48 hours.** Then reassure them that they made a great decision, that you look forward to serving them and working with them, that the goals they set will be achieved, and that they selected the right agent for the job.

Need more help qualifying and closing listing prospects? [Click Here](#)

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***"What would it be worth to you to have access to my playbook chalked full of my most advanced real estate tactics?"***

## **The Champion Real Estate Agent - Book**



**Now Accepting Reservations  
(Ship Date Nov 5th, 2006)**

**A proven plan for peak sales  
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**In *The Champion Real Estate Agent*, renowned sales trainer Dirk**

Zeller shows you how to dramatically boost sales and achieve all your professional goals. But there's much more to being a champion agent than just selling. Zeller's proven program not only turns you into a top sales performer, it gives you all the tools to build your real estate business and guaranteed to create a secure and prosperous future for yourself.

**Full of insider tips, expert advice, and real-world examples** from Zeller's many years as a champion agent and trainer, this comprehensive career guide presents **a complete system for managing your business and time**—so you can earn more money and enjoy more of life.

Don't just get into the real estate game; become an all-star when you learn how to:

- **Supercharge your sales and commissions**
- Use Zeller's unique referral strategy to turn effort into income
- **Develop trust and credibility with customers**
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## **Attitude and Expectations - The Habit of Winning**

There are two key words that lead to success in life. These words control the successful outcome of your business, marriage, and many other areas of life. Although you may have incredible talent and skill in life, you will fail if you do not master these two words – and vice versa. Even if you have only limited talent and skill, you will win if you live by them. These two words determine your future. They are **attitude** and **expectation**.

If you have a positive, forward-looking attitude, you will

accomplish great things. **How is your attitude?** Does it need an improvement? Are you positive and upbeat? If you have the attitude that every challenge or obstacle leads to new opportunity, success is all but guaranteed. Thomas Edison was said to have worked on creating the electric light bulb because darkness interfered with his ability to conduct further experiments. He wanted to be able to work long into the night. Edison could have moaned about the darkness – though that would not have done any good. He used his attitude and solved a problem of darkness. There are thousands of examples in life of how some people took lemons and, with a great attitude, made lemonade.

Start building your attitude today. **Convince yourself that you are the best Agent anyone could hire.** You have to be convinced yourself before anyone else will be convinced. The attitude you bring when faced with objections will help you handle them and get the contract signed. The attitude that you take when you have a problem transaction will make the difference between a closing and a deal falling out.

One technique to improve your attitude is using affirmations. Affirmations drive positive mental pictures into your subconscious mind. Create affirmations like:

- **I am a great sales person.**
- I am skilled at handling objections and getting the contract signed.
- **People do business with me because I am positive, knowledgeable, and professional.**
- I earn \_\_\_\_\_ (you fill the blank).
- **I am a great spouse.**

Use these affirmatives, or create your own, to improve your mental attitude daily.

The second power word is **expectation**. If you don't expect to win, you will not win. Henry Ford said, "If you think you can or think you can't, either way you are right." If you go on a listing and expect to take it at your price and commission, you will. If you go expecting a fight on commission and your price, you will receive that also. Make sure to set the positive expectation of success before the appointment with a prospect or client. You also need to set a positive expectation before every call you make. **Expectation is the gateway to confidence.** The first step to having unshakeable confidence is to believe that you are the Agent for the job. If your expectation is strong enough, people will come around to your way of thinking. You just need to be stronger in will and mental focus than your clients, prospects, and other Agents.

A perfect example is Henry Ford.

Many years ago, Ford went to his engineers and told them to build a V-8 engine. They said it could not be done. Ford plainly told them to go do it and report back in 90 days. When the 90 days were done, they reported back to Ford. They had spent the whole 90 days figuring out why a V-8 engine was impossible. In the meeting with Ford, they spent their time trying to convince him it could not be done; a V-8 engine was impossible and could never be created. **Ford's attitude and expectation of a V-8 engine was stronger than the engineers' attitude and expectation that it could not be done.** We all know who won in the end.

Your expectation will create your reality. You have to expect before you can receive. You need to expect the people and situations that will enable you to create the future you desire. Expectation does not mean you don't have to work. You will work harder than before to develop the outcome you desire. The expectation takes away the fear of failure. **Don't be paralyzed by the fear of failure.** Failure is a natural part of success. You cannot have success without failure. It's truly a masterful design. You cannot have good without evil. The exhilaration of success would be lost without the frustration of failure. Most people forget their failures over time and only remember their victories. Take Babe Ruth as an example; he hit the most home runs of his time. He also had the most strikeouts. No one remembers that...only the home runs...the successes.

Set your attitude to positive. Look for the opportunities in every situation. Expect to win...every time.

Vince Lombardi had a famous saying:

***"Winning is not a sometime thing; it's an all time thing. You don't have to win once in awhile; you don't do things right once in awhile; you do them right all the time. Winning is a habit; unfortunately, so is losing."***

Lombardi had the right attitude and the right expectations. He believed they would win...every time.

For ways to invest in training yourself, go to:  
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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



Dirk Zeller

#### Become a Consistent Producer (30 Transactions/yr)

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

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

#### Fill out the form below...

For more information on how you can secure your spot while we still have room. Only 7 spots left.



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Now!

**Full Name:**

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**E-Mail:**

## Performance Accountability Coaching - Level II

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



Dirk Zeller

Wednesdays, Beginning August 28<sup>th</sup>

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

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

#### Fill out the form below...

For more information on how you can secure your spot while we still have room. Only 5 spots left.



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Thanks for reading!

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