



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

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Setback Survival - **Getting Past "No"**



One of the secrets to success is the ability to hold on a little longer than the next guy; to be willing to take a little more rejection, a little more hardship, and a little more temporary failure over time.

Ultimately, to be successful you have to know how to survive setbacks and failure. In the end, failure is not fatal. Lying there and wallowing in it is fatal, but getting up and accepting it as a temporary setback forges a new beginning. Failure can sometimes feel fatal, but it never is.

In my sales career, I have had far more "no's" than "yes's"; the "no's" out number the "yes's" twenty or thirty to one. If I focused on the twenty or thirty "no's" instead of the one "yes", I would have quit. Too often, we focus on the wrong thing; we fixate on the "no" rather than anticipate the "yes". We must position ourselves with people to give them every opportunity to say "yes" to us. We have to ask and ask and then ask again, so we gain the "yes" we want. We have to be willing to attend and graduate the "University of Failure" to eventually receive our doctorate in success. No one was ever achieved long lasting success without the "University of Failure" degree. We don't begin as a success.

Let me give you a few rules of failure. Learning and applying these will better prepare you for your success.

- [**Training Spotlight**] -

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Coming Up

Temporary failures are not bad. If we mentally focus on bad events, that is what we will create more of. In the end, failure is neither good nor bad. When Thomas Edison's wonderful compound of laboratories and buildings burned to the ground, he did two things. First, he told his sons to get his wife because she would never see another fire like this in her lifetime. Second, he realized that **all of his failures had been burned away**. He had a clean slate in front of him.

At the end of the day, week, month, or year, it's what you do with the set back that makes it good or bad. **Failure is merely a lesson.**

To take advantage of a lesson, you must fully learn it. That means you must review and analyze all the failures and set backs you experience. Most of us want to merely forget them or cover them up. This puts us in a pattern to repeat them again. Treat each failure as a lesson. In school, if you don't learn your lesson, you don't graduate. Make sure you learn the lessons that failure is trying to teach you. Treat each failure as a lesson bringing you closer to success. By learning how not to do something, you are exponentially closer to learning how to do it.

In the end, failure is never final. We all fail and fall down. We all come up short of the mark in life. It's whether you decide to stay there or learn and move forward that makes you a success. Tackle the opportunity that your setbacks and failures bring you everyday. Create a daily mindset of opportunity in each setback. Your choice is to either stay down or get up. Champions get up each and every day.

To your Success,



Dirk Zeller
CEO
Real Estate Champions

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

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Benefits of Coaching - A Life of Long-Term Success

Coaching for peak performers has been around for years. The

Tele-Seminars

- Overcoming Realtor Sales Call Reluctance - September

Champion Performer Series

- If Business is War - Learn to Think Like a General

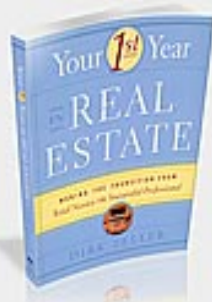
Quality Training

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



[Success As a Real Estate Agent For Dummies®](#)
[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.](#)

most successful athletes, for many decades, have been coached to win the big event. Tiger Woods would not be the golfer he is today without his golf coaches. Michael Jordan, John Elway, and Michael Johnson have all had coaches.

Leaders in the business world, with some of the most successful companies, have coaches. Behind each great milestone, or accomplishment, stands two people — the one who executes the task or carries out the game plan and the one who helps to create the game plan and teaches the executor to improve his skills. Maybe it is time to evaluate and consider the benefits of a coach.

A good coach has five basic traits. When these traits are used to help you move forward in your life, the results are amazing. A coach can help you increase your production and enjoyment in life and help you craft a **life of long-term success.**

The first trait of a great coach is the **ability to listen and help you clarify your goals and vision in all areas of your life.** Earl Nightingale, the famous speaker, stated we are goal-seeking organisms. Our purpose is to set and achieve goals in life. The difficulty for people is not in achieving their goals, but setting them in the first place. We can truly accomplish anything in life provided we truly decide to do it.

The second trait of a successful coach is **guiding you to understand that all goals must have deadlines.** Deadlines get one's juices and thoughts flowing to create the desired result. Have you ever planned to go away for vacation and two days before you are to go you get a flurry of activity in your business? It is because of the deadline that the activity increases and things begin to happen. How would you like to have that kind of production ongoing? Determine effective deadlines for all areas of your business.

A great coach will take the goals and vision you set for yourself and teach you to achieve them. He will help you create the step-by-step game plan to achieve the envisioned future. Even the big projects that seem like mountains can be broken down into bite size pieces, which are called daily disciplines.

For example, I had a client in 1998 that wanted to earn over \$250,000 for the year, when the year before he had only earned \$130,000. We worked diligently to break down into bite-size pieces what he needed to accomplish in order to achieve his goal. Once the bite-size pieces were determined, we were able to determine the daily disciplines for him to undertake. **Because he had to just focus on his daily**



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 circumstances.



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Later this Year

- Overcoming Realtor Sales Call Reluctance - September

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disciplines, the task was not paralyzing. When he got behind in achieving his goal, it was always caused by his not doing his daily disciplines. As his coach I helped him create the game plan and target him to execute it daily. He achieved and broke his goal by earning over \$265,000 for 1998, which was **over a 100% increase in his business.** Coaching really works in real estate sales, as in other fields.

A great coach **will show clients the consequences of not following through on their goals and commitments.** The coach will provide ongoing motivation and inspiration during the storms of life. The storms of life will come. We will experience all the storms in this world. We cannot avoid them. Since we cannot avoid them, we must prepare for them. It is not the storm that causes the problem; it is how we react to the storm. A great coach will help you brace for the storm that otherwise might overwhelm you. Coaching provides the motivation and inspiration for our lives to overcome those storms.

Lastly, a great coach provides **accountability and is available for you.** A great coach will help you evaluate your progress against your goals and vision. He will hold you to the standard that you have set for yourself.

The truth is everyone needs a coach. Hiring a coach is making an investment in yourself. The benefits of coaching pay years of dividends. Where would Michael Jordan be without his coaches? Great coaches enable their clients to increase their abundance more rapidly without experiencing the many mistakes and pitfalls of being on their own. We have had coaches and teachers throughout our lives. The most successful people never outgrew them. They work with them today to achieve peak performance. Do not neglect to make the investment in yourself for you and your family.

For more information on coaching... [Click Here](#)



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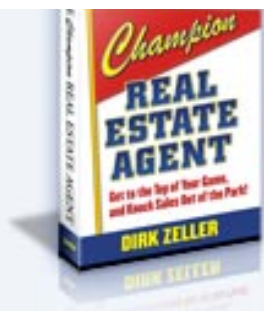
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(Ship Date Nov 5th, 2006)

A proven plan for peak sales performance—and a better life!

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**
- Design a custom business plan that fits your life and goals
- **Generate multiple streams of income**

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Become a Champion Performer

Do you have the desire to receive recognition from your peers; to be recognized as one of the top Agents in the country? If you do, you need to start by taking dead aim daily. It is the disciplines we do each day that mean the

difference between being on top or being part of the crowd.

Start each day focused on the success of your business.

You want to begin each day by reviewing your business plan. Focus in on the activities that will lead you to the successful result you have set forth in your plan. Long-term success is built on top of achieving daily performance standards for weeks and months at a time. If your business plan is not broken down to the daily activities or daily performance standard, you should take the time to do so now. I call these daily activities "**The Disciplines of a Champion**". We each have activities that, if left undone daily, will cause our business to suffer.

Some of the "Disciplines of a Champion" could be:

- **Prospecting for a specific time period**
- Doing lead follow-up
- **Contacting a certain number of past clients**
- Spending time in personal development
- **Practicing scripts and dialogs**

The "Disciplines of a Champion" are quantifiable and trackable. They consist of a specific amount of time or a specific number that must be achieved. **To have power, the disciplines must set the time frame or the quantity.** It is too easy for us to opt out and not accomplish our goals when we don't have concrete parameters.

Next, you need to evaluate whether you are ahead or behind for this week. Then create the strategy to catch up if you are behind, or focus on maintaining the current strategy and direction that has kept you on plan or ahead even ahead of schedule. Too often, we know we are behind and let it go for too long without a change. You must react and change quickly to catch up. We often do not raise the level of our intensity or increase our work output until it is too late. If you get too far behind and are spending tremendous amounts of time inflicting wounds on yourself, change the plan.

Always have a Plan B. There is no embarrassment in working a Plan B. Often, Plan B is the better plan because you can invest the mistakes you made in Plan A in Plan B. Edison tried over 10,000 different elements in his light bulb before one worked. What would have happened had he stopped after Plan A?

Zero in on your area of success. People are paid very well for the few things they do very well. That is one of the best

things about the field of selling real estate. There are so many ways to earn an outstanding income. Do what you do very well. We coach our clients to develop three to four areas of specialization in the real estate field and work to project their skills in these areas. Do not be a generalist in a specialized world. The "jack of all trades" is also the master of none. You are highly skilled in a few specific areas of real estate sales. If you have only one or two areas, you need to begin to learn and add another area or two to give yourself balance. The possibilities are truly endless when you become a specialist. Here are some ideas of specialization:

- **Expired Listings**
- Out of Area Owners
- **FSBOs**
- Relocation
- **Tenant Occupied Properties**
- REO Bank Owned
- **Multiplexes**
- New Construction
- **Investment Property**
- Empty Nesters
- **1st Time Home Buyers**
- Divorce Situations (Prospect Divorce Attorneys)

There is an endless supply of opportunities to let your ability lead you to become the recognized expert in your area in a few categories. I could list three pages of categories, but you get the idea.

Your success in your real estate career must be built from the ground up. **Pour a solid foundation of daily disciplined goals and activities.** These daily disciplines or "Disciplines of a Champion" will set you on the path to success in your career. Review and analyze your progress daily. Do not be afraid to adopt a Plan B if needed. Create a few areas of specialty. Decide what you enjoy doing and do well. Then zero in and take dead aim for the target of being the recognized expert in your area.

For ways to invest in training yourself, go to:

http://www.realestatechampions.com/realestatetraining_articles/



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

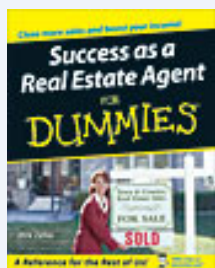


Dirk Zeller

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...

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Performance Accountability Coaching - Level II

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



Dirk Zeller

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

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

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