



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

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

## In This Issue...

- [Words From the President](#)
- [Performance - How's Yours?](#)
- [Finding Safety and Success in Numbers](#)
- [Defining Leads](#)

## Words From the President



Thanks for joining me today on **your** journey toward **success as a Real Estate Agent**.

The three areas that we'll focus our time on today are **Performance, Finding Safety and Success in Numbers, and Defining Leads**. Anyone of which could help you change your life in 2007 if you'll read, absorb, and use the information.

I hope you'll invest 13 minutes of your precious life with me today and that the information proves to be a blessing to you and your career.

To your achievement of success in life,

**Dirk Zeller**  
CEO  
Real Estate Champions, Inc

P.S. I've also had a few inquiries wondering if I would come and conduct a private training seminar in order to give some a headstart on 2007. The answer is yes... I am still accepting speaking engagements. If you'd like more information, send an email to [DirkSpeaking@RealEstateChampions.com](mailto:DirkSpeaking@RealEstateChampions.com).



Top

- [ **Agent Training** ] -

### Complete Training Library



Includes: 54  
Audio Training  
CD's, 9 CD-ROM  
Workbooks,  
The Complete  
Digital Library,  
and more...

All for  
**\$3,201.94**  
...**\$1477**



[I Want to Learn More](#)

### Coming Up

#### Tele-Seminars

- The Champion Agent Buyer Interview  
**January**

#### Champion Performer Series

- Prospecting is Still the Best Answer

### Quality Training

## Performance - How's Yours?

There's a process to personal change. It's an evolutionary process that goes down a specific line. It starts with your thoughts and ends with an effect on your performance. The change must go in succession and travels down a logical path that looks like this:

**Thoughts --> Beliefs --> Expectations --> Attitude --> Behavior --> Performance**

So, how do you define performance?

If you go to Dictionary.com and look it up, a couple of the results will be:

- The execution or **accomplishment of work**, acts, feats, etc.
- The manner in which or the efficiency with which something reacts or **fulfills its intended purpose**.

I think that summarizing 365 *precious* days of a person's life with the perspective of "it's all about the accomplishment of work" would not do it justice. I really like the definition "the manner in which something (or someone) fulfills its (their) intended purpose".

So, how was your performance this year?

With only a few working days during this holiday season, it's time to look at your 2006 final report card.

How'd you do? Have you taken the number of listings you needed to take? How about the number of closings? How'd you do with your daily disciplines that lead to success? This time of year is the perfect time to stop and **analyze how you've done**.

Take a half-day in the next week to invest in replaying the tape of your whole year. Come up with your yearly numbers in the following categories:

- **Listing appointments**
  - Listings taken
- **Buyer appointments**
  - Buyer commitments
- **Closed listings**
  - Closed buyers
- **Under contract listings**
  - Under contract buyers

For some, you made it. This exercise will encourage you that you did the right things. Congratulate yourself and take some time to celebrate your victory.

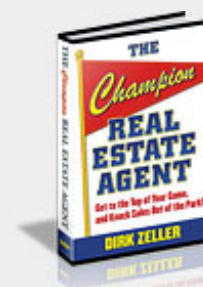
For the people who fell short, you now see reality. Don't beat yourself up, resolve right now to do things differently in 2007. The step necessary to change your performance is changing your behavior. You've got to do things better next year in order to perform better. Change your behavior, and you change your performance...**change your performance, and you'll change your life!**

Make sure to invest the time. . . know where you are and how you got here. More importantly, however, reflect on what you want your performance to be like in 2007. It'll help you set your goals and change your behavior, so you have something to celebrate at the end of 2007.



Top

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



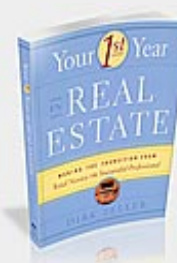
[The Champion Real Estate Agent Now In-Stock! Here First!](#)

by Dirk Zeller



[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

### Need Help With...

- [Prospecting?](#)
- [Lead Generation?](#)
- [Listing Presentations?](#)
- [Scripts & Dialogues?](#)
- [Objection Handling?](#)
- [Converting?](#)

### More Quality Training

## Finding Safety and Success in Numbers

Sales is a numbers game. Prospecting is a numbers game, as well. The problem is too few agents actually know their numbers and how to track them.

The information below will help you understand and set objectives for your **ratios of contacts to leads, leads to closings, appointments to contracts, and contracts to closings**. Knowing this information moves you almost immediately into the league of our industry's most productive agents.

### The law of accumulation

The **law of accumulation** basically says that achievement is the result of ongoing and constant effort. Everything in life, whether positive or negative, compounds itself over time.

An illustration of this is money. If you want to be a millionaire, all you have to do is save a little on a consistent basis, and the law of accumulation will take over.

If you put away \$2.74 a day from the time you were 20 until you were 65 and you received an average rate of return of 9% over those years, you would be a millionaire. You would have saved about \$45,000 over those 45 years; the law of accumulation did the rest. If you ask most people if they would trade \$45,000 for \$1 million, they would say yes, but few people make the effort.

You can expect an equally uneven return when you invest in prospecting. The tricky part is that the reward for **your miniscule investment of prospecting effort doesn't happen overnight**. You have to prospect for 90 days before the law of accumulation does its thing. As my good friend Zig Ziglar says, "Life is like a cafeteria. First you pay, and then you get to eat."

### The power of consistency

Marginally successful agents take a binge approach to prospecting. Highly successful agents are far, far more consistent in their efforts.

I can't think of an agent who better exemplifies the power of consistency than a man I met in 2000 by the name of Rich Purvis. Rich had entered the field of real estate after 25 years in a fire-fighting career. His goal was to earn \$100,000 in 2000, and when I met him in March his income was standing at a disappointing \$2,500. I told him, **if you call ten contacts within your sphere of influence each day**, you will get your \$100,000 before year's end.

I can count on one hand the number of times he failed to make the ten contacts. **He blew by his goal of \$100,000 in less than nine months** and ended up earning more than \$120,000 that year. In 2001 he crossed the \$200,000 mark – all the result of his extraordinary consistency.

### The never-ending prospecting cycle

Agents can easily find time to prospect when they have no listings, no pending transactions, and no buyers to work with. **The secret is to continue to prospect even when you are busy with all the other activities.**

Look at a typical agent's annual income stream, and **you will see that it goes up and down like a yo-yo**. Most agents have four to, at the most, six good income months per year. The rest of the time – butkis – nothing. If you could overlay their revenue stream with their prospecting numbers, you would see that prospecting tapers and revenue decreases, leading directly to the business void that follows.



### Partner Services



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

Please visit [RealtorLibrary.Com](http://RealtorLibrary.Com) to request a free online issue. Contact RealtySuccess at 866.529.5842 to learn about current specials on printed subscriptions.

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

Earn a new degree online in

## Business Technology

Earn an online degree to:

- » Better manage your agency
- » Effectively market, increasing clientele
- » Develop skills to manage agents, brokers & staff

Our job as a salespeople is to fill a pipeline of leads, so we always have new prospects to work with. And the only way to keep a healthy pipeline or conveyer belt of leads is to **prospect consistently**.

### Tracking daily goals and results

Any business in sales can be broken down to a series of repeatable numbers that, over time, will produce a pre-determined result. Once you establish goals and track your performance over a few months, you will be able to determine the activities you need to earn the income you desire.

When I was selling real estate, I decided that I needed one appointment per day in order to reach my income goal. I knew, through tracking my numbers, that I needed three leads to create one appointment. What's more, I knew I needed to make twelve contacts to generate one high-quality lead since, through monitoring my numbers, **I knew that two of three leads would be "tire kickers"** – contacts who didn't have the desire, need, ability, or authority to either list or buy in the reasonably near future.

Based on that knowledge, I determined I needed to make 36 contacts a day: 12 each for the three leads I would need to result in one appointment.

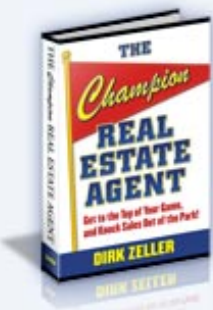
Miraculous!

The law of averages evens your numbers over time. **Don't evaluate yourself on a single day's achievements**. Even a week is too short a period for evaluation.

[Top](#)

*"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 on the Shelves

**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**

**Reserve Your Copy Today!**

 [Click Here to Get My Personal Tour Through the Book!](#)

 Top

## Defining Leads

One of the major challenges facing a new home sales specialist today is **managing leads**. Because there are people coming in and out of your models and projects daily, you often are blessed with more leads than you can work. Selecting the right lead becomes critical to your success.

The first key step is **defining what a lead is to you**. I have found from coaching and training REALTORS® worldwide that, for even the best of REALTORS®, the definition is rather broad. Most REALTORS® define a lead as a human being who will create condensation on a piece of glass held up to his mouth. In other words, it is anyone breathing.

The most successful REALTORS® have clearly defined definitions of what is a lead. Let me share mine with you: An "A" lead is someone who would buy or list their home in the next 7 days. These people are highly motivated and ready. Whoever gets to them first wins the game. For me, they had to be pre-approved with a lender as buyers or be in the pre-approval pipeline for my lender. They also needed to be realistic as to what they can buy. **The key to landing these people is the ability to set appointments;** to convince them to come in and meet with you again.

**A "B" lead is someone who will buy in the next 30 days.** They need to be pre-qualified by the lender and ready to move forward when the proper property comes along. They also must be realistic as to value, pricing, and what they can afford. **The people who are trying to find the perfect house will never find it.** There are people who look at homes regularly who would move if they could sell theirs for \$30K over market and could buy for \$25K below market. They will even make this statement as if they are doing you a favor. Do not waste your time. These people will never buy. The conditions will never be 'just right'.

**A "C" lead is someone who will buy at a specific time in the future.** The key word is specific. There is a reason for the move. They are retiring at the end of the year. They have one child left to graduate high school, and then they will downsize since their child is a senior this year. These are specific reasons and time frames. The people who say, "We are thinking about moving in two years," rarely do.

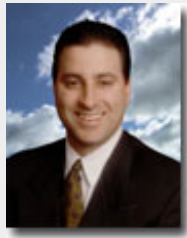
Take the time to evaluate your leads to find the motivation. Be sure to classify the leads clearly into categories. Focus on generating the "A" and "B" leads. These are the key leads for success. Remember if the lead is 6 months away from buying, your commission check is at least six months away. **How much time can you invest for the future payout?**

For step-by-step, **hold-you-by-the-hand-and-give-you-all-the-answers** training on "Lead Mastery" [click here](#)...

 Top



Newsletter PDF Archive



Dirk Zeller

**For more information on how we can grow your business together through coaching, fill out the form below:**



**My NEW Book  
In Stores Now!**

**Full Name:**

**Phone #:**

**E-Mail:**

- [December 14th](#)
- [December 7th](#)
- [November 30th](#)
- [November 22nd](#)
- [November 16th](#)
- [November 9th](#)
- [November 3rd](#)
- [October 26th](#)
- [October 19th](#)
- [October 12th](#)
- [October 5th](#)
- [September 28th](#)
- [September 21st](#)
- [September 14th](#)
- [September 5th](#)
- [August 31st](#)
- [August 24th](#)

[Top](#)

## 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.

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

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

Thanks for reading!

Real Estate Training & Coaching

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

©2006 Real Estate Champions, Inc