

Sales Production Secrets™

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Production: Natural vs. Second Nature

As a currently practicing real estate agent, I have averaged 50 plus transactions a year for over 30 years. And as a professional coach for over 20 years, I have helped thousands of success minded agents to be their best. Consequently, in terms of sales *and* coaching, I know what it takes to succeed in the business.

Yet when I first speak with real estate agents about how to succeed in sales and I ask them about their production, the concept is often a bit misunderstood – typically being considered synonymous with activity and, specifically, the word productivity.

However, as I mean it, production is not about productivity in the sense of efficiency and effectiveness, although both are, of course, very important topics. Rather, when I say it, the word production is meant in relation to your practice of sales and, thus, your flow of business.

Based on so many of the training programs out there, it is easy to think that if you just work harder on your systems and organization—i.e., if you are more productive—you will experience more production someday. But in today's real-world business of real estate sales that classic formula rarely equates to success.

Production, as I use the word, is not about administration, marketing, branding, management, technology, farming, or customer service and, therefore, not about doing evermore of the work that can go into those endless activities. In contrast, production, again as I mean it, is about those few specific activities that actually can lead to sales beginning immediately.

Yikes! That means the pressure is definitely on regarding what you do and how you do it from day to day. And that is exactly where the bulk of your focus in the business of real estate sales should be – what you can do *today* that leads to sales *today*.

The truth is that the experience of regular sales production is not natural for most real estate agents. If it were, the majority would be highly successful. Unfortunately, industry statistics point out that just the opposite is true. Most agents are busy failing at success in sales.

The good news is that real estate agents who normally struggle to produce the level of results they want can in fact make the practice of consistent sales production, even though at first unnatural, come to seem like it is second nature. Indeed, with

the proper training in just three key areas—how you look at the business, how approach your day, and how you talk with people—most any agent can learn to observe and practice the fundamental principles of production that will ensure their individual success in sales.

Over the years I have dedicated myself to the practice of those principles in my own real estate business; and I have committed myself to personally helping other real estate agents do the same. Now any agent anywhere can have immediate access to the very same information...and you can, too!

That is what my new agent-success program—The Production Model® Pro—is about!

Fred Wilson

FredWilsonCoaching.com