

Sales Production Secrets™

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I'd Rather Be Good than Lucky

In real estate sales you have two ways to experience success on any given day. One is to be lucky, because for sure luck is real and it does in fact happen. I am certain that some of you veteran agents out there have, at some point, caught the kind of welcome break where you bumped into or were called by someone who said, *"Hey, I need you to sell my house immediately."* Or, *"We just spotted a super property and want you to write it up."* And seemingly out of thin air an offer went back and forth, a deal came together, and the transaction closed. Just like that. In terms of earning a commission, it was almost as if you were simply handed the money. What a great feeling!

Most definitely, it would be fantastic if your real estate business could normally be like that. There is only one problem with luck, though. You are not able to duplicate it on command. If you could, it would not be luck, right? It would be skill. So, while this idea of getting lucky is exciting—and make no mistake about it, I want you to be lucky and, for sure, I want to be lucky, too—the unvarnished truth is that you cannot depend on luck to make a good living in real estate sales.

A second way to experience success in the real estate business is to be the true professional who can consistently produce sales. Which is why I have come to say, *"I'd rather be good than lucky."* And I do not mean *good* in some arrogant way like *look at me* or *I'm the best*, but rather in a way that is based on the skills that enable me to get paid regularly and more predictably. Which is my point. Although I certainly want to be lucky, if I have to choose one over the other, I choose to be good. With good being defined as the agent who knows how to go out and make the day pay and, thus, who is not depending on mere chance for success.

It is the kind of professional who has a highly effective practice of sales production. The agent who does certain things each day, and who does them in a certain way. Things like talking to people, and asking questions and, so importantly, getting to the truth about what people will and won't do. And it is most definitely the agent who understands and exploits the fundamental reality in the business that—because change is constant in people's lives and everybody lives somewhere—everyone's real estate wants and needs are constantly subject to change. Such agents realize, therefore, that opportunities to do business are always available to them.

Okay, you get it. For sure, this is a pretty short and sweet concept. On the one hand, of course you want to be lucky. But on the other hand, what you do not want is to be stuck hanging around in the business hoping for your luck to change for the better. No, as for myself, I would definitely rather be good. Which, overall, is a much more enjoyable experience. And most importantly, good based on skills is something I can actually repeat.

Which, on top of being more fun, makes it a more dependable and, consequently, a more profitable business model. One in which, instead of waiting for the business to happen to me, I happen to the business. Indeed, that is what I am after for the both of us. And, it being enjoyably easy to learn, that is what my proven now model for success in real estate sales, The Production Model®, is all about.

As you continue your pursuit of success in real estate sales, remember the core meaning of the alternative phrase, *“I’d rather be good than lucky.”* Strive to be one of the fortunate agents who makes that their reality in the real estate business. And by doing so you will benefit from a bigtime kicker. Namely, that being good at what you do will not inhibit your luck in any way. In fact, not only will you still get lucky from time to time, but you will also be even luckier because, as the saying goes, *“Luck favors the well prepared.”*

So, prepare yourself by taking action to build the skills that matter for near-term success, and then by putting them into play in your real estate business. When you strive to develop and upgrade your day-to-day practice of sales production in those ways you will, as an added bonus, enjoy more luck in the process.

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