Sales Production Secrets™

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You and Your Success

As a practicing real estate agent, are you able—no matter what your market and in spite of the economy—to produce at a steady, consistent, and duplicable rate of sales that, so very importantly, allows you to enjoy your life financially? If your answer is yes, I salute you. You are one of the rare, accomplished professionals in the business and my message may already be well known to you.

In contrast, are you already in the real estate business yet find yourself experiencing a career marked by the ups and (mostly) downs of an intermittent, halting, and unpredictable pace of sales? Or are you new in the industry and want to avoid the roller coaster of uncertainty surrounding success? Whichever the case, what I have to share with you is a powerful and effective approach to real estate sales that can cause your rate of production to quickly rise...

The reality is, however, that most real estate agents do not actually do that much business. Some statistics indicate that the average pace of production per licensee is less than one transaction closed per quarter – a severely anemic statistic at best. Industry information further shows that, year in and year out, an inordinately small percentage of the licensed agents do an inordinately large percentage of the total business.

Why is this true? Not because highly successful agents are simply some of the better workers, but because successful agents work better in some way. And, fortunately, how to work better is something most any real estate agent can learn. Which means a tremendous opportunity exists for most practicing, yet under producing real estate licensees to effectively and significantly grow their respective sales production businesses...

Clearly, there are many various ways to approach success in real estate sales. Different agents are going to have differing styles when it comes to what they do from day to day in order to drive their sales production forward. Yet, in order to have a realistic chance for success, some sort of client prospecting must be involved. Whether cold calling, door knocking, networking, or in any other way, you must map out and travel certain paths that can lead to the generation of new business.

Still, even though many do prospect for success, most real estate agents fail to experience what should be an enriching profession characterized by a steady rate of sales production. Consequently, as they plod their way through an under producing career in sales, real estate agents are often susceptible to and, thus,

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sidetracked by trendy gimmicks and quick success stratagems that, in the end, mostly serve to exact a dear toll in terms of money, time, effort, and emotion, and that in many cases even work to further distance those agents from their overall sales production objectives.

Perhaps worse, far too many agents unknowingly hold themselves back through fundamental misconceptions about how the business seems to work, many of which are attractively packaged into agent training programs and then actively promoted throughout the industry as high-powered, must-do prospecting techniques. Likely, you have seen them: major marketing methods, unique advertising platforms, specialized lead follow-up systems, promising past client and referral programs, prepackaged mailing campaigns, trendy geographic farming procedures, state-of-the-art technology tactics, and on and on…

Whew!

Interestingly (and importantly), although such programs potentially can contribute to successfully doing business, none are absolutely vital on their own to the actual practice of consistent sales production. And real estate agents also often over rely on a philosophically honorable approach toward success in the business – serving the customer, sincere in approach, a person of integrity, honest & ethical. Although each outstanding practice is a cornerstone of quality professional behavior, none are of direct assurance in attaining and then sustaining a truly rewarding financial level of success in sales.

And through it all the simple fact remains that, even though agents try many different approaches toward generating new business—at times working themselves into a state of complete professional burnout—relatively few people consistently prosper in a big way. What does it mean to prosper in a big way in real estate sales? Ultimately, that is up to each person to decide…

As a veteran agent who has done thousands of deals, I personally define big success in the business as the ability of the individual agent—not the combined efforts of a team or group—to consistently average one closed transaction a week, or more. However, in my capacity as an experienced coach who has helped thousands of people to achieve more sales, my minimum (and very realistic) expectation for success with the agents whom I train is that they learn how to add *at least* one more transaction a month to their ongoing book of sales production business…

Beginning immediately!

Fortunately, the goal of producing more sales on a regular basis is achievable by any real estate agent. Whether the new licensee who is just getting started and is looking for direction, or the seasoned agent who feels he or she is under producing, or the savvy veteran who would like to sell more with less effort, it is possible for

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agents at any career level to develop a faster and more dynamic pace of sales—at least one more closed transaction a month—by understanding and implementing just a few key, essential principles of production.

The bad news is that the basic model of sales most practiced by real estate agents everywhere is something less than dynamic. Amounting to what I call the *deal-now-and-then* method, such an approach is primarily based upon the production anesthetizing practice of working today to make tomorrow pay – often unwittingly facilitated through the prioritization, buildout, and implementation of supposed “systems” for success.

Unfortunately, such efforts too often translate into the dysfunctional approach of filling your time now in the hopes of doing business later. And being both about the future and, at the same time, administratively dominant, it is an indirect and time-consuming model of unpredictability that tends to slow down or even deaden the direct, real-time, non-administrative practice of actual sales production.

Negatively affected in that way, far too many real estate agents suffer through careers in which they lurch inconsistently from one transaction to another and, as a result, never really live up to their potential as a sales producer. The good news is that, even though the *deal-now-and-then* method of sales is pervasive throughout the industry, the career-changing approach for near term success in real estate sales that I both practice and teach can be easily adopted and readily implemented by any real estate agent at any time and in any marketplace.

But bear in mind that my results-creating, do-business-now model for increased sales production is not a by-the-numbers system for success that you acquire and then build into your business. Nor is it about perfecting your techniques in administration, marketing, branding, technology, networking, farming, or serving the customer.

On the contrary, my simple but effective model for more immediate and consistent sales production is based upon the basic reality that, as an individual salesperson, you cannot delegate or buy your production. Which is to say that, in the most fundamental sense, your level of sales production comes directly from you, not from someone or somewhere else.

Accordingly, in order to have the best chance at success in real estate sales from week to week—no matter your administrative systems, mode of prospecting, level of experience, or the factors in your marketplace—you must personally take responsibility for and then consistently employ the kind of fundamental behaviors that monetize your daily activities and, consequently, instill a pattern of regular sales production within your particular business.

In other words, as an individual in the real estate profession, the objective of consistent sales production is not best approached as a project you work on from

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time to time or as a system you turn on and off. Instead, achieving ongoing success in real estate sales is the result of developing a certain professional lifestyle – one of establishing an effective way of behaving from day to day and week to week, throughout the span of your overall career. Which is exactly why I created and developed *The Production Model® Pro* agent-success program – a powerful, any-agent-can-do approach to achieving near-term results in real estate sales!

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