

Sales Production Secrets™

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The Hunt for Red October

I loved that movie, how about you? Starring Sean Connery at his wizened best and a young Alec Baldwin, it is a classic suspense Cold War cliffhanger that takes place between a pair of opposing Soviet and US nuclear submarines. And, interestingly, there is a scene in the movie pertaining to how the submerged vessels use sound navigation ranging, or sonar, which can be easily related to life as a real estate sales professional.

You see, as a form of underwater radar, so to speak, a submarine uses sonar to send a soundwave, or “ping”, out across the ocean to identify the position of a possible adversary. Based on the principle of echolocation, the boat, as a submarine is called, will be most effective in its hunt by running silent and listening as the outward traveling ping eventually bounces off its potential quarry and, in the form of an echoing soundwave, returns to the sending boat – thus allowing it to range and target its enemy.

What does this have to do with your life as a real estate agent? Well, if you are going to perform at the level of a top producer, you too must send out many pings – going out as questions to the people you speak with. And then, like a submarine, you must remain silent and actually listen so you can interpret the returning pings – coming back as answers from those very same people. In so doing, you will be much better equipped to discover more of what might be possible in terms of real estate happening. I call this approach the *Ask-to-Listen™* technique, and its skillful use can make all the difference in your ability to identify new business and, in direct consequence, significantly grow your income.

However, sometimes we get tripped up by our canned presentations and lists of questions. The upshot of which is that we are too often in our own head as we cast about in our mind for the next scripted statement or inquiry without making a real connection to the responses that are pinging our way.

Translation: we are not really listening!

And such an approach—the conversation deadening practice of not effectively tuning in to what is actually being said to us by the people we interact with—often inhibits our ability to continue asking relevant questions. And it also leaves little room for real-time interpretation or adaptivity based on the unplanned discoveries, or answers, that we typically do in fact encounter.

That would be like a submarine captain not sending out enough pings and then, instead of listening, not paying adequate attention to what comes back – a practice that, at least militarily, would be deadly to the boat and all on board. Although real estate sales may not be as dramatic, bigtime money is involved. And when we do not ask enough questions or pay close enough attention to the answers we receive—so that we do not find out sufficient information and are not able to readily formulate our next questions—it can be very costly in terms of lost opportunity and, ultimately, unrealized income.

So, along with focusing on what you want to say and ask, also pay particular attention to the answers you receive. More than employing a rote system or utilizing a parroted script, develop the lively, curious-and-inquisitive mindset of a top producer. Be on alert for the direction-affecting information that pings back your way in the form of various answers to your questions. And in that way turning up—and also tuning in to—more cues and signs that may apply, you will be better able to connect the dots that lead to the discovery and identification of new business...

Business you would have otherwise missed!

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