

Sales Production Secrets™

[Blog 5]

Don't Wait Until Tomorrow to Make Today Pay

One of the biggest production-limiting factors faced by real estate agents everywhere is actually much encouraged at brokerages across the country and, amazingly, specifically taught in most sales training programs – namely, a future orientation.

What I mean by a future orientation is the tendency of most real estate agents to look down the road for their next transaction to take place; to build toward a sale in the future. In essence, to purposefully wait for their next deal to come along. What do I mean by “purposefully wait”? To keep busy working now for sales that will supposedly happen sometime later...

Such an approach is rationalized in the business because, after all, getting to that particular point where a transaction with a buyer or seller actually occurs takes time. All agents know this, right? And it is true. The act of sales production is a process and, accordingly, happens over time.

But, so importantly, success in real estate sales is also a mindset. And the non-urgency of a future orientation in fact works to slow down your pace of production. How? It makes “later” acceptable and, thus, lets agents off the hook in terms of doing business immediately. In other words, a future orientation gives agents a readymade excuse for not doing business today.

Not good! Simply look around...

Most real estate agents are planning to do business on some other day, not actually today. And from a mindset standpoint, that is a production killer. Rather, when looking at your practice of production you have got to buck the tendency toward a future orientation and, instead, adopt a now orientation in which you strive to do business today. A now orientation is vital to your success because it brings urgency, and with urgency come sales.

And it is only logical when you really think about it...

In reality, you will never actually do a deal when it is tomorrow. How so? Because you will never actually be in tomorrow, the future; you will only ever be in the now, which is today. Consequently, developing a now orientation is a major component in bringing a mindset of success to bear in your real estate business.

So quit confusing the actual process of production (which is something you work at and that happens over time) with the mindset of producing (which is about how you

look at and, therefore, spend time). And do a reality check. Are you working, yet unwittingly waiting to do business tomorrow? Or, instead of waiting, are you looking to do business today?

With the former approach—waiting for tomorrow to potentially do business—you don't really have a chance today. With the latter approach—consciously working to actually make the day pay—you have a real chance today. It is a stark contrast between the mentality of now versus the mentality of later. Which approach do you think is best for you to achieve more success in your day-to-day practice of real estate sales?

The choice is yours!

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