

Sales Production Secrets™

[Blog 6]

No Means Next Opportunity

No means next opportunity. Take a moment to think about that statement relative to something that happened to me the other day, and then consider it in relation to your own practice of production in real estate sales...

I went out to meet friends for dinner and, upon arriving at the restaurant, learned that they had brought another couple with them from out of town. As introductions were made, I consciously wondered—as I have trained myself to do—where the opportunity is within this chance meeting that might pertain to me doing business in some way.

Thus, I paid close attention to what was being said that evening and, through the twists and turns of normal conversation, was able to segue into the topic of real estate at some point; which was a turn in the conversation that ultimately lead to them putting a high-end home under contract through me just four days later and to me earning a \$70,000 sales commission at closing two weeks after that!

At first glance my seemingly instant success may look to be the hand of simple good luck. Upon closer examination, however, the deal-discovering discussion scenario I experienced at dinner that evening reveals my career-shaping understanding of how opportunity works. In that light, it is an excellent example of what I mean when saying that no means next opportunity.

When first talking with this couple, the conversation was not at all about real estate or, for that matter, even likely to go in that direction. Situationally, I could have easily interpreted it as a no and, right there, been stopped in my tracks. Instead, because I know that change is constant in life and that opportunity, being a byproduct of change, is therefore always available within our lives, I reminded myself that no means next opportunity. And so, in the back of my mind, I stayed open to what might be possible.

Sometime later I heard them say that they did not want to winter in Florida anymore and that they loved the dry climate out here in the desert southwest. Those casual remarks got us talking broadly about real estate, which eventually allowed me to ask them if they were possibly in the market to buy. Even though they replied that they were not—another apparent no—I once again repeated to myself that the word no really means next opportunity, and I therefore continued to stay alert.

As dinner progressed, I casually asked questions from time to time in response to the things my fellow diners were saying. In talking about this and that, the condition of the national economy came up and turned into quite a heated discussion. And to

emphasize the point they were making about dark clouds looming on the economic horizon, they stated in a decidedly foreboding tone that they would never want to go “long” on real estate.

In that it implied they would not be interested in acquiring more property, it was a statement I certainly could have interpreted as a negative and, therefore, easily bought in to as yet another reason to stand down in my quest to find a new opportunity. Nevertheless, I cautioned myself to remain open minded and, as the conversation ebbed and flowed, at an appropriate moment I mentioned an opportunity property, or *proppportunity*, that I knew about by using one of my most tried and true moneymaker phrases for success. I simply said,

“I wouldn’t be worth my salt as a professional if I didn’t tell you about the best property on the market today.”

Amazingly—and after all their previous noes—upon hearing about that particular house, they unexpectedly leaned in with great interest and asked me if we could see it the next day. And we did. And they loved it. And they bought it. And off I went happily to the bank!

So keep it in your head when talking with people that getting a no is not necessarily a negative but rather a signal to go forward while continuing to discover what might be possible. And as you seek to travel your own road toward top production in real estate sales, regularly remind yourself of the following wise maxim of mine about the nature of success along the way:

“The path to success in life is well marked and signed with the word no. Therefore, if you are not regularly seeing the word no, you are not on the right path.”

Once you develop this mentality, you empower yourself in a major way. Because, if anything, success in the business lies in how you see the business. And success comes more often when you have a mindset that says no means next opportunity.

So when dealing with a no from others in going forward, say yes to your own success. Take time to reflect on the fact that no really does mean next opportunity. And then challenge yourself to truly bring that mindset into your own day-to-day practice of production. When you do, you will immediately find yourself on the true path to success in real estate sales. A path on which regularly encountering a no in some way shape or form is interpreted as a sign that you are in fact heading in the right direction.

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