

Sales Production Secrets™

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Sales Production is “Todayly”

to•dai•ly (tə dā'lē), *adjective*: done or occurring today, each today.

Todayly. Have you ever heard that word before? Likely not, because it is a word that I, myself, coined one day when thinking about the process of achievement. I came up with the word—clearly, a combination of today and daily—to illustrate the reality in our lives that we only ever get to do anything in the now, or today. And to highlight the fact that, in terms of adopting the most effective approach toward personal achievement, we must make that our way on a daily basis. Hence, *todayly*.

As a real estate agent, think about it from the standpoint of your personal practice of sales production. You never ever have the chance to do a transaction yesterday because yesterday is, well, gone. And you never ever have a chance to do a transaction tomorrow because when it is tomorrow it is actually today again, right? The truth, of course, is that we only live (and work) in the present. You know this. I know this. But as working real estate agents, we often lose sight of that practical reality.

Instead, due to the traditional and pervasive belief throughout the real estate industry that we must build for the future, we develop a mindset that business should be trained to come to us over time and, as a result, our thought process becomes about doing business down the road. Consequently, thinking that we can, in a sense, incubate future business into now business, we focus on constant preparation and long term systems for success – an approach that actually works to inhibit the process of generating near-term business, which, in contrast, is best done *todayly*!

Now, I understand the sort of future thinking that is culturally dominant in the world of real estate sales. If you have clients who want to sell their home in, say, six months and you eventually do put the house on the market, a day may finally arrive when you sell it. I get that. It makes sense. But what in fact happens with most real estate agents in that position is they tend to wait for that process to unfold. And by association with that drawn out approach they typically (and subconsciously) think in terms of how to get other people to someday do the same thing. All while ignoring the unchangeable reality that a production event—a lead found, a listing taken, a buyer sale—actually only happens when it is today, not some other imaginary day.

Unfortunately, such agents unwittingly limit their sales production because their mindset is, in effect, hijacked by the future. Meaning, agents believe that (and

operate as if) their next transaction will happen on some other day than today. The upshot of which is that they do not have enough urgency each day built in to their daily practice of production. And one of the most important factors that drives sales from day to day in the real estate business is urgency.

And so the phrase “*sales production is today*” means that you have to prioritize and do certain key things that actually lead to sales production in the near term, and de-prioritize and not do the many other things that do not. And you have got to do it today. And that has got to be your mindset each and every today. You cannot let a habit form in which today slips away while you are anticipating and working for something that might occur on a later day. Doing so is a major threat to your pace of production and, slowing in effect, is one of the biggest income reducers in the business.

The truth is that most real estate agents do not exploit the ever-present opportunity to discover now business today. They simply do not think that way. Of course, in your own defense you can easily say, “*I do my prospecting. I even have it entered in my daily schedule.*” And I hope you do. Just do not be the salesperson who prospects but who does it with a future orientation. Do not be the agent who avidly collects names for a database while thinking it is really important to do so for future success. And do not be the errant professional who places value in dealing with potential clients who “might” do something down the road. Again, by pulling you off track and delaying the process of finding your next transaction, such behaviors actually work to deaden your real time practice of production.

If you want to increase your income beginning immediately, you must develop a mindset in which you look at every interaction you have with people from the standpoint of doing business now instead of later. Such an orientation is crucial to the experience of near-term success in real estate sales. Although it will not cause a potential client whose timing is six months down the road to list or buy through you more quickly, it absolutely will compel you to take more action that monetizes your approach today, each and every day. Or, the way I put it... *Today!*

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