Sales Production Secrets
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By Fred Wilson

<u>Don't Wait for Your Success</u>

So often I realize that, across the country, real estate agents are caught up in a mode, or cycle, in which they are *waiting* for their success. They don't realize it—it's not their real intention—but the reality is that they are too often stuck in what I call the "*busyness*". They are doing all kinds of things to stay occupied, to stay active, to stay busy, yet they are not doing that much in actual sales. And of course, national statistics support this contention. The truth is that the vast majority of the real estate agents don't do that much business – purportedly, less than one transaction per quarter.

Most agents want to do more business, but they get caught up in this mode of waiting for success to happen to them. Which is why I often say to agents, "*Real estate doesn't happen to you; you happen to real estate.*" Because YOU have to be the catalyst. In order for that to happen, you have to do certain things in a certain way. And if you do those things in those ways, you won't have to wait for your success. It will happen sooner <u>and</u> more consistently. Now, what are these things that you should be doing? And exactly how should you be doing them? Well, as found in my online agent-training course, The Fred Wilson Production Model®, they are the very things that I both practice as a longtime real estate agent and teach as an experienced coach.

Yet it's true that, as an agent, any one of us can fall into the trap of not only waiting but delaying our success. To avoid that fate, you first of all have to maintain an opportunity orientation so that you are open to the reality that the potential to do business now is there and, in fact, everywhere. Then, focus on the principle of urgency—meaning, you've got to make TODAY pay. Don't accept the idea that just because you're busy and putting in hours that you're actually (effectively) making business happen. With that in mind, start to track how you spend your workday; begin to note how many hours you're actually putting in toward true production-related activities each day.

The most crucial production-related activity is talking to people. If, instead, you spend huge blocks of time online; if you spend hours sitting at your desk developing/executing your marketing plan; if you're caught up in endless administrative activities, you're in trouble in terms of your sales production. So here's the drill… Anything that is not a production-related activity must be pushed off to the side and done in little increments. Maybe you set aside time in the early morning or the late afternoon or perhaps a couple of hours around midday to handle the many various non-production related details of the business. Again, the majority of your time should be taken up by talking to people. Of course, that's called prospecting. And like avoiding the "*busyness*", opening up to opportunity, and making TODAY pay, it's absolutely vital.

Now after having mentored and trained thousands of real estate agents, I know for a fact that most don't like prospecting, and for various reasons. For some, the practice is too pushy. Others fear the constant rejection involved. Certainly, many people feel awkward and uncomfortable when talking to strangers. And it's obvious that certain agents simply don't want to do the work. But for me as a coach, the overriding reason why most salespeople don't like to prospect is, at least from their perspective, it seems like a wild goose chase. In other words, they don't get predictably good results. And perhaps the key reason they don't get acceptable results is that they don't talk to people in terms of opportunity.

Instead, after having met someone while prospecting, most real estate agents tend to talk in terms of their company's reputation, their personal success rate or ability, their high level of customer service or, too often, simply fall into a pattern of small talk. Unwittingly, they don't observe the principle of *Benefit and Interest* that says, "*People are interested in what benefits them.*" In other words, prospective clients so often aren't really listening when spoken to about reputation, ability, service or, unless they have nothing better to do, current events. That's why I advise bringing up a *propportunity* (a great deal of some sort) when speaking with the people you meet. Doing so will raise the odds of getting the *lean-in*—their showing more interest—because everybody likes a great deal. In other words, the practice of vending opportunity helps you to have a conversation that isn't just chit-chat like, say about the weather. And that's what we're after—a prospecting process in which general conversations evolve into specific conversations about real estate.

Another big reason why most agents don't get good results with their prospecting is because they're not asking enough questions when they talk to people. Yet doing so is crucial to a successful prospecting experience. Instead of being the investigator, most agents try to be the presenter. They want to give information, not get it. In fact, the idea of being the presenter is a deeply rooted within the real estate industry. That's why so many agents speak in terms of a listing "presentation" or "showing" property. And even if they do happen to get the lean-in, by not asking enough questions most real estate agents are not adept at turning such scenarios into a meaningful interaction—aka, an in-depth discussion of discovery that, potentially, could lead to a conversation about the possibility of a real estate transaction occurring in some way.

So, in review, if you don't want to wait for success, you must strive to get out of the "*busyness*", bring an opportunity orientation to everything you do, and set a standard of urgency in which you make today pay. From there, simply focus on the production related activities of talking to lots of people, asking lots of questions, and vending opportunity. As a result, you will start to discover real estate opportunities in people's lives that you otherwise never would have known about. And enough of the time, that will be the outcome because of the two realities that people are changing and everybody lives somewhere, which means their real estate needs are constantly subject to change. And tapping in to change in people's lives is, in fact, the ever-present key which allows you to become the catalyst, or rainmaker in your own business.

So, remember… Real estate doesn't happen to you, you happen to real estate. When you live into that—make it your daily practice—you won't have to wait for your success.

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