

7 STEPS TO REAL ESTATE FREEDOM

outline and worksheets



1.) Focus on Meaningful Conversations NOT Leads

2.) Develop Prospect-Centered Sales Skills

(Two great sources to learn PCS skills)

3.) Great Presentations – both Listing and Buyer Presentations

(Outline of Listing and Buyer Presentations)

4.) Become a Brilliant Business Person – Stop spending money

on things that don't work, set realistic targets, and track

your sales numbers consistently

(DIPA & IIPA Worksheets)

5.) Repeat and Referral Business is at least 50% of the Game

(Coaching Call Recording and SFL)

6.) Great Marketing Systems

7.) Grow at the Right Speed – or Stay Solo!

Video 1: Shift Your Mindset and Focus to Generating Conversations NOT Leads

Today it's all about perfectly timed conversations

The new economy = “technology insulated consumer”

“Cocooning” = 90% voicemail and free trash email accounts

Internet = \$1500-\$2000-\$2,500 a month, 100-150 “leads,” but how many conversations?

74% of all real estate transactions...

Video 2: “Prospect-Centered” Sales Skills

Being prospect-centered is skillfully finding the emotional drivers behind your prospect’s buying or selling decision

This process develops a deep bond and rapport

Traditional sales training is feature/benefit, me-me, my company, we’re #1, be enthusiastic – doesn’t work today

How long does it take you to spot the “sales call?”

This approach is counter intuitive and highly effective

Video 3: Great Presentations – both your listing and your buyer presentations

Don't tour home first – get to the kitchen table

Recap phone conversation and reconnect with emotional reasons for their decision

Then take it layers deeper with your prospect-centered skills

Slow down...don't rush...no pouncing, problem solving or thinking...it's all about them...stay focused on them

Now it's time for your USP...

Video 4: Become a Brilliant Business Person

Know your numbers inside and out

Stop spending money on things that don't work

Set realistic targets – 50% higher than your best year

Consistently track your all your key numbers

Video 5: Repeats and Referral Business Should be at least 50% of Your Overall Game

Virtually every top agent has solid, consistent repeat and referral systems.

High level marketing systems reach into your repeat and referral systems.

Consistency is your key to staying “top of mind” with your circle of influence.

Two great resources – a recorded coaching call and the best staying in touch system I’ve ever seen.

Video 6: Great Marketing Systems

It's a predictable revenue stream that actually becomes a sellable business for you...done right.

Many agents are actually losing money on their marketing

Three simple systems that produce conversations for pennies

Check out our additional resources

Video 7: Grow at the Right Speed...or Optimize and Stay Solo!

Two paths – build team or optimize and stay solo

Systematize everything you possibly can regardless

Three Rules: 1.) Systematize, 2.) Don't throw people at the problem, and 3.) Have adequate resources (2.5 times your monthly expenses to include your additional staff).

VA's and/or Personal Coaching