



Marks & Associates is pleased to share a very important article with you discussing why so many Realtors don't reach the goals they had hoped to achieve.

Most Realtors Fail – Why?

Either they never get to the sales levels they hoped for or simply give up. Is there anything that can be done to improve success? The reason this happens is easy to understand and it's not really the Realtor's fault. They attend seminars that teach them "sales techniques" and "secret tricks" that are out-of-date, tired, hackneyed and make them sound like used car salespeople. It is not surprising that Realtors rely on others to guide them in how to run their business. Most people that enter the real estate business do not have a background in professional sales. They have a real need to learn how to sell and the market has no shortage of "experts" who, for a "small" (often quite large) fee, are willing to share their "secrets" with you.

"You will somehow be magically transformed into a sales superstar and leap tall buildings in a single bound. You will become the top salesperson in your office. You will be empowered, emboldened, achieve new focus and direction. Become motivated at new levels and be the envy of your friends and neighbors"

These claims scream from training ads and are touted at conferences and seminars. But how can they be true? If there truly were secrets how long would they have stayed a secret? Is there something fundamentally different about real estate that makes it immune to common sense? Do the techniques that work so well in other industries automatically fail here, or is it that the real estate industry is mired in techniques of the past which time has rendered obsolete?

Normally people do not allow themselves to be so easily persuaded when it comes to health issues, schooling, buying a new television or even buying bridges in Brooklyn. Why do they surrender their normally healthy skepticism when it comes to selling in general and selling real estate in specific?

Fear can freeze your thought processes

Part of the reason for failure is simple fear - the possibility that they may fail. Most Realtors understand that they are not natural born sales people but may feel that talent is required to succeed in selling. They think, "Perhaps it would be best to learn the scripts that I have seen in training programs. Then I don't have to worry about saying the wrong thing." The truth is that closed sales are the result of using properly executed skills not parroting someone else's words. The good news for us is that while talent can not be learned, skills can be - if you take the time to do it. Success is not gained by watching others demonstrate their expertise or reciting memorized scripts; it is realized by mastering the skills first hand. Most of the instruction that Realtors receive is not geared to teaching new skills, it's about tricks, motivation and other short-term, low result activities.

Selling is not about the sales person. No matter how good you say you are, others are just as good or better. The prospect has no way to evaluate what you are telling them. Good sales technique is about understanding the prospect. Learning about their needs. That is where the diagnostic skills come in – skills that can be learned and used on a long-term basis.

Isn't there an easier way?

Most people desire to succeed the easy way. They cut corners and attempt to learn the magic words or secret scripts so that they can leap ahead of the competition with clever tricks and a minimum of work. Because skills must be mastered, not just understood, this doesn't work either. It sounds attractive and it's fun to applaud the magician but in the end you, the realtor, must be able to perform on your own not just today but for the rest of your career. Mastering the skills, not just understanding them, is the key.

The solution

The happy truth is that none of this nonsense works. "Happy" because there is a solution and it is logical. Logic can be trusted while tricks are, well, just that, tricks. Oh, it would be nice if you could take a magic pill and be transformed into a sales superstar (whatever that is) but it's not real life. The real answer - the answer that works almost every time, is to learn the sales skills necessary to understand the prospect's needs.

Some of those needs are based on life events; retirement, relocation, divorce, up-sizing, down-sizing, inheritance. The impacts on people facing each of those events are predictable and they help us to understand the prospect's likely motivations. Once you understand their motivations you will better understand how to help them achieve their goals. People also have different personality styles. That can contribute to how they make decisions, how quickly or slowly they move and if they are driven by monetary concerns.

In short, Realtors must learn to think like the prospects and understand their motivations and actions. They have to learn to think like consultants, not traditional salespeople. Consultants are partners with their clients. Traditional salespeople are always justifying their fees. Consultants have their customer's and client's best interests at heart and the client knows that. That is why trust can be built and the commission fees can be justified in their mind.

In Summary: **First**, to give yourself the maximum likelihood of success you should be thinking about the prospects and their likely goals. You should focus on their life events and personality styles. **Second**, you improve your chances of success when you sharpen your questioning skills. Remember, selling is all about the prospect, not about you. Stop talking about yourself and your agency. **Finally**, recognize that the skills you need to succeed can be acquired, but you may not have them yet, at least not as well honed as you might want. Get the right training!

Simplicity vs. Complexity

*Sales training should take complex issues and make them easy to understand, not the reverse. The single most important issue in a training session is whether you can learn the techniques and then use them on a daily basis. The **Foundations class from Marks & Associates** will teach you the skills you need to sell more effectively using consultative selling techniques that actually work.*

If it is true that you owe yourself the best possible chance for success - to excel, then Foundations is the surest road to your goals. No outrageous claims. No miracles, simply the best consultative sales training available anywhere. You will learn the skills you need.