

Seven Secrets to Successful Selling Tips for Rookies and Vets

Real estate sales is indeed one of the most wonderful professions around. If done correctly, people are helped and you are provided with great freedom and opportunity. You help people's dreams come true. You must remember though, that selling is an art that can be learned. The following are seven secrets that the top 5% of producers know and use.

1. **Professional Attitude** – You must develop emotional control so that you do not allow yourself to get overly excited when things are going well or utterly depressed when things are going poorly because both will happen.
2. **Long Term Perspective** – This slump that we are currently in had to come because of an overheated market in many areas. It will also leave. Will you still be there? It's been very easy to form bad habits during those good times. Therefore, use these lean times to develop and hone your persuasion skills. A wise friend of mine once said "Sometimes the tough times are good for us because they make us do business the way we should be doing it all the time". True indeed.
3. **Serving vs. Selling** – What really is your job? To get people to do what you want them to do? Not really. You are to help solve people's problems and fill their needs and desires. It's not about you but about them. Focus on compassion not commissions. Successful selling equates to unselfish service. A true maxim sums it up "People don't care how much you know until they know how much you care".
4. **Self-Discipline** – This is the most important character trait for success. Make yourself do what you should be doing versus what you just want to do. A disciplined life will develop long term success. There are a lot of things in this business you will not necessarily enjoy or like but your commitment and deep purpose will help you overcome your fears and fuel your actions. After all, you do not try real estate; it tries you!
5. **A Contact Sport** – If you don't have appointments you won't make sales – it's as simple as that. Commit to having at least ten telephone conversations with prospective buyers or sellers each day. It helps you sort out prospects from suspects. Yes – telephone or eyeball-to-eyeball – not just emails. Learn to live by the law of averages. The more contacts, the more appointments which equal more sales. But it takes discipline and determination.
6. **Question/Listen** - Sales people talk themselves out of more sales than they ever do into them. The true art of selling is built on the same foundation as effective counseling – deep questioning and attentive listening. People will tell you how they want to buy. You have to understand that first and realize you are not simply there to give your spiel.
7. **Sincere Service** – The vast majority of Realtors never build a sustainable business because they have a love 'em and leave 'em attitude. They don't provide excellent or any service after the sale. The 'greats' in our business do the opposite and create at least 70% of their business on referrals from satisfied customers. Go the extra mile. Be more than is expected of you. It will pay great dividends in the long run.