



STS
SALES TRAINING SERIES

Peak Performance Selling for Real Estate Professionals

with Tom Hopkins

Keeping a Positive Attitude

NOTES

Length – 31:55 minutes

Attitudes Toward Failure

The true Champion learns, internalizes and uses the Attitudes Toward Failure* to alleviate the stress and anxiety that rejection causes.

1. I never see failure as failure, but only as _____.
_____.
2. I never see failure as failure, but only as the _____ I need to change course in my direction.
3. I never see failure as failure, but only as an opportunity to develop my _____ of _____.
4. I never see failure as failure, but only as an opportunity to _____ my _____ and _____ my _____.
5. I never see failure as failure, but only as a _____ I must _____ to _____!

*Some of the motivational material in this workbook is based on the works of Arthur Mortell.

Champion Creed

I am not judged by the number of times I fail, but by the number of times I succeed. And the number of times I succeed is in direct proportion to the number of times I can fail and keep trying!

NOTES

Defining Success

At the age of six, Corinne Archer* started putting in long hours training. Long before she entered her teens, she had fixed her mind on a single goal: to win an Olympic gold medal. From then on, she crushed everything out of her life that didn't contribute to her goal. Every available hour went into practice. Trophies and honors piled up as the years went by, but they meant little to Corinne beyond making her dream of winning the gold medal seem a little more real.

After eleven years, the big day finally came, and Corinne Archer arrived at the Olympics to meet the world's toughest competitors. The contest was grueling, but she won. At seventeen, Corinne stood at the highest pinnacle she could ever hope to attain by her own definition of success. The gold medal, whose pursuit had dominated two-thirds of this young woman's life, was now hers.

Corinne left the victory stand in tears - of joy, everyone thought. But for days she was near tears much of the time. Hardly able to remember a time when every waking moment hadn't been driven by the demands of her almost impossible quest, Corinne realized almost at the instant of victory that she faced a blank future. Without that quest, this intensely goal-oriented young lady no longer had a purpose in life. From always living in the future, Corinne was suddenly thrown into living in the past.

Slowly, painfully, several difficult months went by. Then Corinne Archer began to recover from the tremendous emotional shock of losing her one goal by winning it. As she learned to live in the present, Corinne renewed her interest in life by discovering the power and beauty of having many goals rather than just one all-encompassing commitment.

Success, then, is not a thing we win, a place we arrive at, a record we set. It's not the numbers in our bank book, the address we live at or the position we hold. If success is none of these things, what is it?

SUCCESS IS THE CONTINUOUS JOURNEY

TOWARDS THE ACHIEVEMENT OF PREDETERMINED, WORTHWHILE GOALS.

Since our lives are realities that go on and on, true success, the kind that doesn't crumble into dust the moment we get our hands on it, must be part of that continuous journey. Bend your efforts toward achieving a successful life. Only you can define precisely what achieving a successful life means to you. But, if happiness has any place in your set of values, your successful life will probe many interests, experience many emotions, fill many needs, and accomplish many aims.

Choose specific goals. Predetermine them far enough in advance of their deadlines to allow you to change and develop enough to reach them. Unless you do both these things, success will always be a stranger—or, at best, a fickle, unfriendly, and infrequent visitor at your house.

Nothing that will give lasting satisfaction can be achieved unless the goals striven for are worthwhile. Discovering and moving toward what is truly worthwhile to you is the most challenging and rewarding task of your continuous journey through life. If you would be truly successful, accept this challenge. Think about it deeply. Then act on your conclusions.

Success isn't all of a sudden. Success is every day. Once you get near your current goals, start thinking about where you'll go after you get there. This is vital. And you can do it without diverting energy from nailing down the great success you're closing in on now. Before achieving that aim, rest your mind occasionally by speculating on what your next goals will be. Make a written list of your ideas. As you find free moments, collect your thoughts about your new goals. Gather information on them.

Prepare for the trauma of success. Unless you plunge into the pursuit of new goals, you'll get bored, you'll get depressed, and you'll start sliding downhill as soon as you lose the challenge of chasing your current goals. Achieving a great and long-sought success is like catching a virulent disease. This analogy isn't far-fetched. Witness the number of people who win celebrity and wealth in show business and then lose everything to alcohol or drugs.

Fortunately, a solid new goal is a sure cure. Don't leave your old goal without one.

* Not her real name.

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Prospecting for Listings

Ad call phraseology
Buyer fears
Do what you fear most
Falling in love with no formula
Getting callers' names
Getting phone numbers
Hold button
Itch cycle
Manager letter
Newspaper
Not giving out an address
Orphan adoption
Why people buy
Why people don't buy

Prospecting on the Phone and Gaining Trust

Building rapport
Caller's names, getting
Defense barriers
Dress
Feasible
First names, permission
Flexible
For Sale By Owners
Get down to business statement
 Listing
 Selling
Permission
 to use first names
 to take notes
Qualifying
Remembering names
Voice mail

Questions the Top Realtors® Ask

Alternate of choice
Inverted tie down
Involvement
Listeners, types
Porcupine
Tie down
Why we ask

Handling Objections

Concerns
 Addressing
 Six steps
Conditions

Closing the Sale

Buy
 Verbal signs
 Visual signs
Closing
 Defined
 Strategies
Let me make a note of that
Reflex question
Test questions

Closing Techniques of the Top Realtors®

Buyer's remorse
Fact-weighting scale
I want to think it over
It costs too much
Lost sale
Oblique comparison
Reduction to ridiculous
Secondary question
Similar situation
Think it over

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