

The Sales Mastery Series for Real Estate Professionals

with Mike Ferry

The Decision

How many deals do you want to do per month, this year, next year, and the year after?

How much money do you want to earn?

How big a producer do you want to become?

How long do you want to stay in the business?

1. Help you learn the skills required to become a very productive real estate person. What skills do we have to know and learn to make ourselves achieve the goals we've set ... based on the decisions that we're making?
2. Help you make enough money to make this business worthwhile ... then make a lot of money.

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Everything about our business of real estate revolves around money:

Sellers sell their home for money, to take cash out, and make money.

Buyers buy homes with money.

Your mortgage company is lending money.

Your broker is in business to make a profit, which is money.

You're in the business of earning money.

What does a person have to do to increase their earnings and/or their income?

The money you earn is a direct reflection of the service you offer other people ... so, the higher the quality of service extended, the more money you get back in return.

1. Have you learn the skills of top producers.
2. Will you make the decision to learn the skills required so you can earn the money you want?
3. Enjoy the experience.

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The Decision

How do you plan to build your business?

How do you plan to find the business you're going to have?

How do you plan to acquire business so you can become a successful real estate person?

3 Ways to Get Business

1. Buy the business
 2. Wait for the business to find you
 3. Go out and earn it
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1. Buying business
 - a. Do you want your ego satisfied?
 - b. Do you want to have a higher profit margin for yourself, your family, and your future?
 2. Wait for business to find you
 - a. The industry teaches us how to WAIT, because they don't want to teach us what we have to do to earn business
 3. Go out and earn the business
 - a. Should I buy business?
 - b. Should I wait for business to find me?
 - c. Am I going to aggressively go out every day and find people who want to buy and sell?

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ARE YOU A SALESPERSON?

Going out to find business – earning it – is the hard decision to make.

It requires you to learn how to prospect;

Learn scripts and dialogues and you practice them;

You talk to people you don't know and you get rejected all the time;

Business always comes to you at a very minimal cost.

1. Am I going to buy it, wait for it, or earn business?
2. What goal do you have for the next 12 months in terms of business?

If you're in the business less than 6 months, set a 12-month goal of 20-25 transactions for anybody else ... ADD 20-25 transactions.

How many transactions are you going to do in the next 12 months?

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The Decision

Determining your motivation for being in this business.

For working every day;

For saying, "I'm a real estate salesperson."

Determine the motivation that you have, if you have the motivation.

How do you determine an agent's motivation in terms of what they have to sell?

Determining motivation is a critical process.

Motivation is not difficult to figure out.

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The Greatest Motivators of Mankind:

1. Recognition
2. Security
3. Money

If your motivation is recognition:

Learn how to sell, do the deals, create the reputation, and learn the skills to make the money, so you can get the recognition you want.

If your motivation is security:

Develop a long-term business relationship with thousands of people, so you can have long-term security in this business.

If your motivation is money:

Breaking even is not going to motivate anybody to make a lot of money – but a lot of money is what you can do beyond what it takes to live.

When you determine the motivation, then you'll determine how much money you want to make.

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Do you want to become a high-volume agent ...

As a listing agent?

As a showing agent?

Working with a big team?

Working with a small team?

Become good at listing property and control your income and your net profit.

How do you want to keep track of your business?

The number of deals you do is a fair measurement of your business.

Do you want to be recognized for ...

Gross volume?

Gross income?

Number of transactions you do?

To become highly profitable, you have to base it on the number of deals that you do.

Do you want to have money that you earn and keep
or satisfy your ego?