

The Sales Mastery Series for Real Estate Professionals

with Mike Ferry

Practicing Scripts and Developing Skills

How much could you earn if you were as prepared for a listing presentation, for a prospective session, to pre-qualify to go on an offer presentation, as if you were prepared as an actor, an actress, a professional singer, professional dancer, or a professional athlete. If you were that prepared, how much money would you earn?

As an industry, we're probably the only major industry in the United States and Canada that doesn't practice scripts, develop scripts, and develop skills every day.

We know that we have to practice all the time. We know that we have to increase the amount of practice that we use if we're going to have a large business.

What are the benefits to each of us if we practice all the time and therefore develop our skills to a higher level?

- A. Our confidence increases dramatically
- B. Our presentations become more professional
- C. Your closing ratios increase as you practice
- D. We have much stronger customer satisfaction
- E. Our production and our income go up

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There is a direct correlation between how much you're willing to practice and the results you'll achieve in the business every day.

To create a practice routine, you need to set up three or four role-play partners for yourself, and then follow the role-play rules.

Practice and role-play rules:

- A. Show up for your role-play appointment as if it were a real appointment.
- B. Avoid small talk, complaining, and whining because you wouldn't do that on an appointment.
- C. Stay on the scripts as if you were on an appointment.
- D. Make everything in your role-play as real as possible in terms of responses.
- E. Give solid feedback to each other to keep yourself growing.

Practice time and script time must be scheduled like anything else in your business.

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Create a Practice Plan

Once a week, record your role-play, and listen to it carefully ... be very critical of yourself. This is how you learn.

Remember, poor practice, no matter how much you do it, is still poor practice.

In most cases, our growth is determined not only by how much we're willing to practice, but the intensity of the practice. When you practice with intensity you're going to win a higher portion of the time.

Don't allow your ego to take over and control your ability to practice. Remember, Tiger Woods still practices every day.