

Synergistic Sales Success



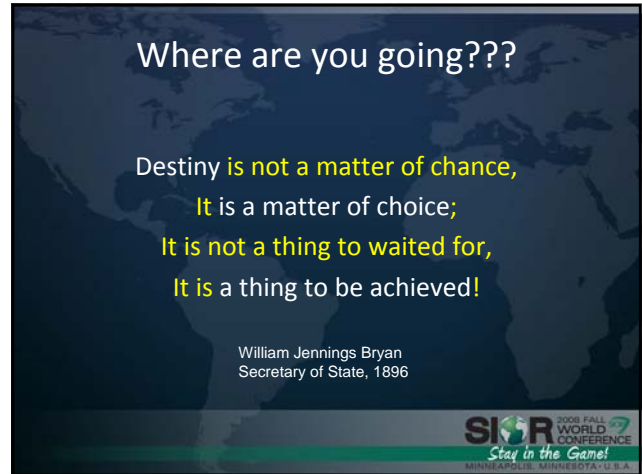
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David C. Blanchard, NAI Global
SIOR Instructor

Where are you going???

Destiny **is not a matter of chance,**
It is a matter of choice;
It is not a thing to waited for,
It **is** a thing to be achieved!

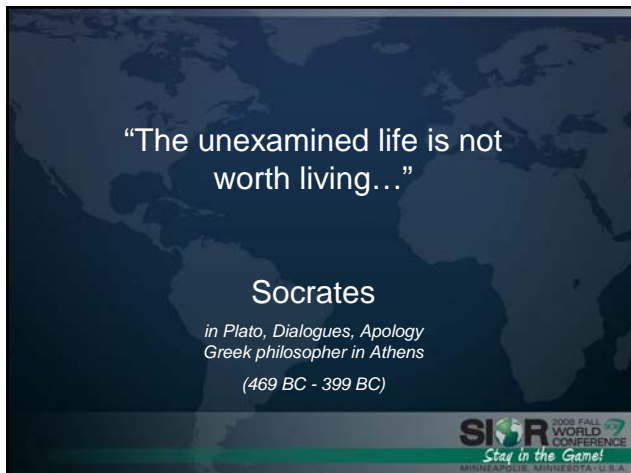
William Jennings Bryan
Secretary of State, 1896



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“The unexamined life is not worth living...”

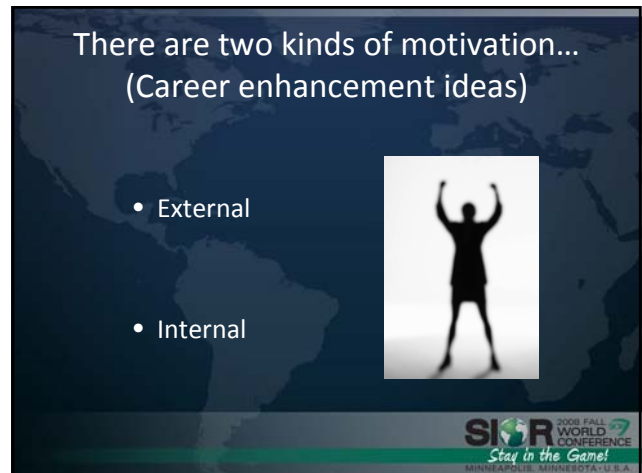

Socrates
in Plato, Dialogues, Apology
Greek philosopher in Athens
(469 BC - 399 BC)



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There are two kinds of motivation... (Career enhancement ideas)

- External
- Internal



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What is Leadership?

Leadership is the ability to identify the needs and wants of others and helping them to create a path to the fulfillment of those needs and wants;

Don Rasmussen

delivering their desired results more effectively and efficiently than the competition.



What is Marketing?

- “Marketing is the whole business seen from the point of view of its final results, that is, from the customer’s point of view.” – Peter Drucker
- “You must have mindshare before you can have market share.” - Christopher M. Knight



Marketing Definitions

- A recent government publication on the marketing of cabbage contains, according to one report, 26,941 words. It is noteworthy in this regard that the Gettysburg Address contains a mere 279 words while the Lord's Prayer comprises but 67. - Norman R. Augustine
- “Marketing is too important to be left to the marketing department.”- David Packard, Hewlett Packard (HP)



Marketing, what do you see?



Marketing you... First Critical Steps

- You have a vision
- You know your strengths
- You Know who you want to serve
- You Know your competition
- You Know your “differentiators”

Differentiators = Power in the marketplace!

- The competition IS real!
- What are your **differentiators**?
- In other words, how are you “different” from your competition?
- **Use your differentiators to gain market share and as a result... MAKE MORE MONEY!**

Differentiators...

“The Parable of the towel”

One size or kind does NOT fit all!

Marketing / Differentiator

Marketing you... First Critical Steps

- You have a vision
- You know your strengths
- You Know who you want to serve
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- You Know your “differentiators”

What is your vision?

- What type of property excites you?
- Who is your ideal client?
- Where in the market do you feel most comfortable?
- How much would you like to earn?
- When would you like to retire?

What are your strengths?

Ask yourself...

- Am I a hit and run salesman or...
- A professional counselor???
- Perhaps an advisor?
- A guide?
- A specialist?
- A Consultant?

Why would someone do business with you?

- They need my specific real estate skills for a specific real estate need
- They Lack the time to do it themselves
- They need objectivity and freedom from internal pressures
- They lack my resources – i.e. my database, my market knowledge, my technology, etc.

Speaking of technology... it is huge and some of us just don't seem to see it coming!!!
(Ray Kurzweil)



Technology!

Last years big hitters?

The competition?

Me???

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Why would someone do business with you?

- They need anonymity or confidentiality
- They need an advocate for their cause and I will act in their best interests.
- They need access to others in my company, co-brokers, networks (SIOR, NAI Global, Colliers, CB Richard Ellis, Cushman & Wakefield, etc.) & markets
- Because they like me!!!

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Like Me.....please!

Like Me... please!

Dale Carnegie's 6 ways to make people like you

- Become genuinely interested in them
- Smile
- Know that the other person's name is the sweetest and most important sound to them
- Be a good listener (if your tellin', your not sellin')
- Talk in terms of other people's interests
- Make the other person feel important and do it sincerely

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Enthusiasm

“People are persuaded more by the height of your enthusiasm than the power of your logic, more by the depth of your conviction than any proof you can offer them.”

~ Will Rogers

MACRO-MARKETING



Macro-Marketing

- Macro-marketing involves:
 - Creativity
 - Judgment
 - Planning
 - Hard work

What fuels Creativity?

- You truly enjoy the business
- You like solving problems
- You are a “glass half-full” person
- You simply see and feel more possibilities and learn from others



Good Judgment

- Cannot be taught
- Experience can fine tune it
- It is the ability to see around corners
- It is intuitive
- Lack of good judgment is why some work hard but accomplish little

PLANNING

Create a Strategy, and build
Your level of Expertise!

Your Personal Decision

If you fail to plan...
You are planning to fail.

How do I take my career to the
next level? How do I increase
my personal revenue stream?

Consider...

Creating a personal business plan!!!

Value in Building a Personal Business Plan

- Know... what you want to do
- Know... when you are going to do it
- Know... how you are going to do it
- Know... where you are going to do it
- Know... who you are going to do it with

In other words...

FOCUS!!!

“If you don’t know where you are going, any road will get you there.”

Focus Creates Clarity and Heat

- Remember when you were a kid...



Setting Goals

A wise friend of mine taught me that the richest of all was not a “Gold Mine” ...

But...

a “Goal Mind!”

Don Rasmussen

Setting Goals

- Goals must be achievable
- Goals must be measurable
- Goals must be within your control
- Goals must be consistently reviewed
- Goals should be adjusted as needed

Your Personal Business Plan including goals...

- Focuses your energies
- Clarifies your mission
- Magnifies your strength
- Unifies your purpose
- Outlines your process
- Keeps you on course!

Hard Work

- There is no substitute!
- The “early bird” gets the worm!
- Hoe your row to the end!
- Make hay while the sun shines
- The harder you work... the luckier you get!

The Most Important Steps in Building Your Business

1. Prospecting
2. Qualifying
3. Fulfilling
4. Evaluation



Step 1: Prospecting

The Process of Finding Clients

Why Prospect?

“Unless you know your game’s feeding, living and sleeping habits, unless you have planned your hunt carefully and you follow your plan with precision, you are not hunting at all, but are merely walking through the woods.”

~Howard Hill

The Path to Prosperity

- Suspects = Complete list of possibilities
- Prospects = Prioritized suspects
- Super Prospects = Focused, unrelenting effort
- Clients = Daily management commitment

How Do You Being the Targeting Process?

Load up your toolbox

Then ask yourself... am I using all available tools?



Find Suspects / Fill Prospect Pool



Prospecting Processes

- Do your research
 - Canvass your territory
 - Plan and implement a other contact strategies
 - Touch 12, 6 or 4
 - Set up calling system
 - Get the appointment
 - Determine presentation methods
 - Listen twice as much as you speak
 - Ask for the business
 - Follow up, follow up, follow up
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Step 2: Qualifying



Qualifying the Account

- Are they corporate or franchise deals?
 - How are decisions made?
 - How many deals will there be?
 - Size of the deals/minimum commission?
 - What is the typical lease term?
 - What is their cycle time for getting deals done?
 - Where are they in the use of technology?
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Step 3: Fulfilling the Assignment

TEAMWORK



Structuring Teams

- Teams are not the answer to all careers
- Select multi-skilled “teammates”
- Build in planned redundancy
- Employ advanced communication techniques
- Decide how and who decides
- Make a seamless presentation to the client

The Four Marketing Documents

- The Marketing Proposal
- The Marketing Plan
- The Activity Report
- The Value-Added Report





Step 4: Evaluation

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Value added reports

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Value Added Report

Concerning the Value Added Report; the Value Added Report was an NAI STARS form which I can't leave posted here, but, I know you can easily create such a form. For tenant rep, simply start by indicating in writing what the deal and other points were when you began your representation and where they ended up; pointing out the difference. For landlords, compare your representation with other "completed" transactions in the market demonstrating the value of your results.

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SIOR...The opportunity is bigger than we may think!!!



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Does anyone have a quarter?

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**SIOR...The opportunity is bigger than
we may think!!!**



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