

SALES TRAINER

Sales Trainer Custom Goal Setting + Planning 2010

It is that time of year - the end!

A time to reflect, evaluate and plan to make
2010 your best year yet!!

It is also the festive season and a time to
celebrate, however you want to avoid (before
you install the party hangover!) starting the
new-year with out a plan. Do this and you
run the risk of losing time – days run into
weeks and quite often months! Ultimately this
thwarts your productivity.

So to ensure you're on track in 2010 and to
make it easier for you we thought you might
enjoy a short planning checklist to use over
the holidays that can have you set up and
ahead of the game in 2010.

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The theme for 2010 is Selling Skills. What to say and do in every situation, whether prospecting, listing, marketing, selling, negotiating or communicating with your clients and customers.

You'll find this theme flowing through everything we present to you in 2010.

Here are the Sales Trainer Sessions planned for the year ahead...

- Setting a Productivity Routine
- How to Reach DOUBLE FIGURE Listings Monthly
- Re-engineering the Open for Inspection
- Working Buyers

To begin lets take a look at this year's Sales Trainer Sessions. The theme for 2009 is TURNOVER and this in turn became the central theme of each session. Lets take a look at each and review all that was presented. At the same time in reflection you should be asking what you have done about each.

10 Listing Prospect Generators

1. **The Regenerative Prospecting Process**; is a system that brings you listings from those you already have – in many cases several more. It focuses strategic marketing around your signs using door knocks, open for inspections, set dialogue, brochures and letterboxes in a regimented format. <<http://www.salestrainer.com.au/sta/libdetail.php?file_id=51>>
2. **Investors Auto Valuation**; follows the principal of treating your property management landlords strictly as investors and automatically appraising the investment to annually determine the yield. A series of letters and appraisal protocol allow you to make selling recommendations that are often agreed with! <<http://www.salestrainer.com.au/sta/letter_detail.php?file_id=74>>
3. **Unique Open Homes**; these can successfully become the new shopfront. Too much emphasis is placed on state-of-the-art offices and very little on a superior OFI – especially against your competitor. We give you all the ammunition to outgun your competition or you could join Property Marketer and dominate in 2010.
4. **The Market RoundUp**; real newsletters contain relevant market information not recipes or tidy-up instructions! This little gem is available in a set n' forget format by subscribing to Property Marketer, or you could simply build your own.
5. **SMS Marketing of Results**; is key to creating the right perception of you + your company against a competitor when vying for the listing. At Sales Trainer Active we've built a series of messages that will have you stand out against the competition. <<http://www.salestrainer.com.au/sta/libdetail.php?file_id=54>>
6. **Direct Mail**; letters specifically designed to create listings, letters that call for action. These letters must have genuine buyers behind them, targeting property that satisfies demand.

7. **Target Boom Buyers**; we reckon there are plenty of buyers that overcommitted in recent years. And if the predictions are right there will be plenty of these on the market in 2010.
8. **Market Your Clients Recommendation**; there is no better testimonial than a recent client. If you say something it may be doubted but if your client says so – then it is believed!
9. **Old Style Enquiry Log**; to some this will seem like a dinosaur, right up until your listings increase! The paper log has an in-your-face-quality that makes it easy to dip into the well of enquiry and pull out a listing presentation! The best prospects are hidden 1-2 months back.
10. **4 Presentation Outcomes Follow Up System**; these letters are legendary in 'keeping the door open' and making your company inviting to future prospects. So whether you miss a listing to another agent, have a prospect delay listing or another decide not to sell – great communication is still key! <<<http://www.salestrainer.com.au/sta/libcatlist.php?class=Letters>>>

The Ultimate Listing Presentation

In the early part of the year we presented the format that sets up for a sales presentation. It is a format that requires a salesperson to back it. And one that will obliterate your competition given its uniqueness and that it provides a value added proposition.

The presentation was recorded and presented track by track on how to build your presentation
http://www.salestrainer.com.au/sta/libdetail.php?file_id=65

Recently the supporting STSession manual was posted on the site... <<http://www.salestrainer.com.au/sta/libdetail.php?file_id=70>>

And in Sales Trainer Dialogue we explained and gave you the words that enable you to explain the difference between Comparative Price and market Value. We also provided the dialogue to assist you in Combating Fee Discounters.

In 2010 Sales Trainer Active will teach you the skill to deliver a simple but powerfully effective Value Added Listing Proposition.

Effective Client Communication

STAudio released the supporting CD that was sent to STActive Members free of charge. The recording unfolds...

STAudio V:II S:III Effective Communication

Sales Trainer: Mark Dwyer

01. Introduction to Effective Communication	2:17
02. Feedback or Communication?	6:31
03. The Three C's	7:14
04. The Conduits Considered	12:30
05. Message Consistency + Frequency	4:30
06. The Emotional Bank Account	5:52
07. Relationship Breakdowns	2:24
08. The Sales Time Line	4:13
09. Changing Angles	5:34
10. Sowing Price Seeds	4:44
11. Communication Slips	2:30
12. SMS Market Information	4:10
13. Open for Inspections	3:27
14. Relaying Media Speculation	3:04
15. The Market RoundUp	2:31
16. The C.M.A.	2:14
17. A Communication System	2:19

To further help with improve your communication skills the manual is available for download on the site

And to help ensure you are able to speak with your owners daily, we created the a number of default subjects and associated dialogue for our members use <<http://www.salestrainer.com.au/sta/libdetail.php?file_id=53>>

6 Steps of Preparation for a Successful 2010

December-January 1

1. Set Goals

Before anything else, prior to even turning up at the office for the first time in 2010 – you must set your own personal goals. Goals give you purpose, they get you out of bed each day and provide the drive.

Goal setting is a skill that takes several years to master. You have clearly defined, clearly visible goals, no greater than ten in number. This is top priority to setting up the year ahead.

To assist your goal setting a detailed agenda called a Ten Step Goal Setter is available on the website <<http://www.salestrainer.com.au/sta/libdetail.php?file_id=51>>

TEN STEP GOAL SETTER

1. Create Wish List
2. Eliminate Clutter on the List
3. Determine the Price of Each Goal
4. Break Goals Down into Doable Steps
5. Place Deadlines on Each Goal
6. Arrange in Order of Priority
7. Share with Those Involved
8. Commit to Each Goal
9. Create a Visual Reality of Your Goals
10. Just Do It!

6 Steps of Preparation for a Successful 2010

January 1-7

2. Build a Routine

Productivity for the majority of salespeople is erratic. They might have a good prospecting month during which sales are poor or a great sales month with a low number of new listings signed up. Often after a good sales month an individuals remaining listings are usually overpriced and can sometimes be wrongly categorised as unmotivated.

We refer to this disposition as the 'one in four syndrome'. This is where, over a year, you'll see three fantastic sales months, six ordinary months for sales and three absolute disasters. All are the result of an unbalanced routine.

The trick is to define the tasks that make up sales productivity and figure out what needs to be done in order to create a balance of that productivity.

Basically each + every real estate day should have a routine that sees you productive in these four areas...

PROSPECTING to produce at least one prospect that is selling now

LISTING presentations daily. That is right one a day.

REDUCING TO SELL (R2S) listings not sold due to unrealistic asking price

SELLING property by ensuring daily inspections and negotiations occur

Sounds pretty simple in principle but structuring your day so that these practices become habitual is more of a challenge than meets the eye.

In February we will present...

Sales Trainer Session on Building a Productivity Routine

In the meantime you might want to study the perfect real estate day form the sales trainer manual that demonstrates the structure of a routine. <<http://www.salestrainer.com.au/sta/libdetail.php?file_id=51>>

6 Steps of Preparation for a Successful 2010

January 1-7

3. Make Prospecting Systematic

The key to improved productivity begins with an increased flow of listing leads. Don't fall for the age-old maxim that prospecting is purely a numbers game. It is in part but each and every prospecting method ought to be considered on...

YIELD - how many calls to list a property?

QUALITY - what is the list:sell ratio from this source?

COST - how much time + money needs to be invested?

EASE - is it something I can do repetitively with success?

A better prospecting analogy than moving a lot of dirt to find the diamonds is to instead think - how can I attract the diamonds out without disturbing the dirt!

Sales Trainer has defined dozens of ways to find sellers but there is none better than the 10 Prospecting Generators, either way you really ought to build your own permanent system to

deliver you results.

6 Steps of Preparation for a Successful 2010

January 1-31

4. Streamline Your Listing Presentation

You should constantly be reinventing your listing presentation. After all it is the pivotal factor that defines your productivity. Don't believe it? If you won every listing you wanted and never lost one, what would your figures look like?

At Sales Trainer we've developed a totally unique presentation. It is what I refer to as the 'atomic bomb' of real estate sales. And we're improving it further.

In conjunction with Property Marketer we are engineering the Perfect Real Estate Product. And it is your own presentation that you should focus on improving. Not one that is competitive one that is irresistible!

- Listen to STAudio; this alone could stimulate how you look at a listing and indeed assist you in becoming more creative in your approach.
- Set Your Agenda; build a sensible + simple format. You don't need a clothesline or a mind-map that would rival the theory of relativity! Genius is about simplicity and people buy products that are easy to understand.
- Build a Comprehensive Presentation; that eventually becomes the holistic product. Each component dovetails into the other in an easy to buy (that also means easy to sell!) format. Here are the considerations...
 - Pre-List; the kit or promotional brochure you send needs to set the stage and in many ways 'pre-sell' your product and company.
 - Presentation Demonstrator; needs to clarify what is that your company presents as a unique listing proposition against your competitor.
 - Leave Behind Product; engineer your presentation into a tangible product that the

client can see, experience and evaluate against the investment they make in it.

- Book an Audience with Mark Dwyer; it is not until you see yourself as others see you that the road to improvement becomes clearer. In early 2007 I had over 100 salespeople present their listing presentation to me that was then critiqued and coached into an improved format. I'll be doing it again in February so if you're interested please email mark@shire.com.au
- Join the Biggest Lister; being the best is about commitment. If you're serious about becoming the best then take the step and join the competitive team that is The Biggest Lister and take the road to DOUBLE FIGURE LISTINGS. It is free for all Sales Trainer Active Members,

so if you are not a member, join!

6 Steps of Preparation for a Successful 2010

January 15-31

5. Become an Effective Communicator

If your clients understood the market, as well as you do, then it is reasonable to assume that in the main they would make the same decisions you would. In other words they'd be far more co-operative.

Communication is the successful transfer of relevant market information. And it need not be erratic. You need to build a system of communication. By using the Sales Trainer Session manual on this subject and the STAudio recording you have the tools to focus on building a system that is administered...

Daily

Face-to-Face R2S; these need to be scheduled at least one every weekday.

Daily Client Calls; your client should be complaining of too many calls!

Sowing Seeds; your owners should be constantly 'crunching the number'

SMS Marketing Your Results; a productivity perception that becomes reality!

Weekly

Offer/Indication Letters; written offers are more powerful than verbal

OFI Follow Up; a system that produces new business + pre-sold!

Market Review; a competitively priced listing in just two weeks

Education Meetings; convert those maybe sellers to sales!

Monthly

Market RoundUp; answer the market condition + property value question

Hit Parade; control your sales flow with a monthly stocktake sale!

Recommendations; build your army of raving fans!

6 Steps of Preparation for a Successful 2010

January 1

6. Get a Productivity Focus

It is universal fact that monthly listings and sales numbers per capita have decreased over the last two decades. Why? When you consider that gross sales commissions have on average trebled you would think that salespeople would be in a prosperity watershed.

In 1995, over three months, I made 39 sales single-handedly. That is full sales. The gross commission was \$237,000 giving an average fee of just \$6000. In the same office were I to do this today the gross commission would be just over \$1million!!! That would be \$4million a year!!!

However I have never focussed on the commission dollars. I have always focussed on increasing the optimum listings and sales numbers I was capable of producing.

When I hear salespeople expressing their sales in gross property values as dollars I immediately become suspicious. I suspect it is usually a mask for either poor productivity numbers or low commissions received due to discounting. OK I'm a sceptic!

The key to true greatness is productivity. Striving toward doing your best in number of listings and sales. And as I have always said this begins with DOUBLE FIGURE LISTINGS.

Even though your goals might be set to dollar targets, this is not what your productivity targets should be. Your productivity targets should be built on fulfilling your potential on what is possible.

If you really want to make the quantum leap make 2010 the year you...

- Remove the focus on gross dollars; although the money is important should you focus on what you are capable of the money will come!
- Set Productivity Standards; you should have minimum performance levels which you adhere to. They become your key focus. I'd suggest...
 - Rookie (0-18 months) 6 listings/ 4 R2S/ 3 Sales
 - Experienced (1-3 years) 8 listings/ 6 R2S/ 5 Sales
 - Professional (2-5 years) 12 listings/ 9R2S/ 8 Sales

- Elite Sales Performer 15+ listings/12+ R2S/ 10+ Sales
- Double Figure Listings; is where it all begins. Figure it out, get help, plan it and quite simply commit to it. It is your future and your decision!
- Run the Numbers; If you did set productivity targets what would the gross dollars be? Calculate it, compare it to your goals then forget the dollars until the end of the year. Focus on productivity
- Ratios; know the numbers that are important and set about improving them and ultimately your productivity. These are the real numbers the ones that matter
 - Listing Presentations to Listing Agreements Signed Ratio
 - List to Sell Ratio; the number listed against those that sell
 - Average Days on Market; how long do your listings take to sell?

- Show to Sell Ratio; how many buyer appointments equal a sale?

6 Steps of Preparation for a Successful 2010

So there it is, your opportunity to shine in 2010 – to win. Party or plan? Snooze and you will lose. The most difficult part of any great endeavour is setting the plan. It is your choice.

Sales Trainer is there to support you in that choice.

List n' Sell,

Mark Dwyer