

Sales Production Secrets™

[Blog 3]

The Top-Producer Mentality

There are many key concepts to learn along the path of becoming a top producer in the business of real estate sales – what to do, how to do it, and when to do it; what to say, how to say it, and when to say it; in-depth market knowledge, along with an ability to follow and adapt to changing trends; and how to deal with all types of people in a broad variety of situations...

Yet, a truly crucial aspect to becoming a top sales producer can be found in a person's mental approach to the business. This is because it is through a certain type of mentality that a top producer ties the key concepts of successful sales production together in a way that will make the experience of selling real estate much more effective, efficient, and enjoyable.

In actual practice, the top producer mentality is composed of a variety of individual traits. Indeed, although it would be unusual for any one person to possess them all, many of the following mental characteristics are in fact found in the minds and reflected in the practices of highly successful real estate agents. In no particular order, top producers oftentimes are...

1. People Oriented:

They value and thrive on relationships with people.

2. Open-minded:

They look to see what is possible in terms of success.

3. Inquisitive:

They ask lots of questions of the people they meet.

4. Curious:

They are interested in knowing what is going on.

5. Promotional:

They talk about opportunity and success with people.

6. Progress Oriented:

They tend to go forward when others stand still.

7. Consistent:

They are regular in the actions they take.

8. Persistent:

They know the only way to guarantee failure is to quit.

9. Evaluative:

They track, measure, and review what they do.

10. Motivated:

They are driven from within to take action each day.

11. Standard Oriented:

They set clear guidelines of thought and behavior.

12. Positive:

They are upbeat about their prospects for success.

13. Believers:

They feel they deserve success in the things they do.

14. Perceptive:

They look to see how one thing can lead to another.

15. Irrepressible:

They understand that “NO” means “Next Opportunity”.

16. Challenge Oriented:

They push themselves to overcome obstacles.

17. Assertive:

They take charge when appropriate or necessary.

18. Confident:

They assume that they can get the job done.

19. Demanding:

They expect results of themselves and others.

20. Coachable:

They seek out great training and follow through in that way.

21. Opportunitive:

They look for opportunity in every situation.

And here is a truly golden opportunity for your own success in real estate sales... Over the next three weeks, make a point at the beginning of each day to highlight one of the above 21 traits of top producers in your mind. Consider whether or not it truly represents your approach to the business. Let go of judgment. Be honest with yourself. Strive to identify your strengths and weaknesses in each category selected.

And then, as you go forward from day to day, challenge yourself to refine your strengths and improve your weaknesses. Over time you will greatly develop how you look at the business and, as a result, gain greater command over what is perhaps the most powerful sales tools at your disposal – your mindset for success. Doing so is vitally important because, so often, the secret of success lies in how you see it!

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