



NEW IDEAS!

The Referral & Repeat Marketing Report™

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FOCUS ON THE SOLUTION, NOT THE PROBLEM

You show up for an open house and discover that your client is late getting the property in “show condition”... During a listing presentation, you realize you’ve forgotten your presentation materials... A fellow REALTOR® calls to inform you that a deal you thought was done has unexpectedly fallen through.

As a REALTOR®, you’re bound to face challenges like these from time-to-time. They come with the territory.

But many people in these situations make the big mistake of focusing on the problem rather than the solution.

Keeping your focus on what you’re trying to accomplish rather than the problems that get in the way is the key to success...

Motivational guru Tony Robbins tells an interesting story that illustrates the impact of this behaviour. He was participating in a race car driving course when his vehicle suddenly began to skid uncontrollably toward the wall. He was terrified and couldn’t take his eyes off the fast-approaching barrier. It was only when his trainer, seated next to him, physically turned Tony’s head away from the wall (the problem) and toward the track (the solution) that he was able to regain control.

Keeping focused on what you’re trying to accomplish rather than the problem that’s in its way is the key to success.

So how does this strategy apply to your real estate business?

- If a client is late getting his property prepared for an open house, don’t get upset. Instead, focus on ways to present the best features of the home to potential buyers — regardless of the overall condition of the property.
- If you forget your materials for a listing presentation, don’t dwell on it. Improvise. Ask questions and take notes, then offer to drop off a summary of what was discussed, along with additional materials, later that day.
- If a deal falls through, don’t waste time wallowing in disappointment. Start calling hot prospects about the great property that has unexpectedly become available.

Takeaway point: Problems become bigger the more you focus on them. Instead, focus on what you’re trying to accomplish and the solutions that will get you there.