

SUCCESSFUL PRACTICE

We all have a fundamental choice when we fall short of our goals and dreams. We can choose to modify our goals and dreams or magnify our skills needed to reach them. These are the only two solutions to this quandary we are in. Which are you going to choose? We must focus on acquiring the skills to create abundance in life. The mastery of the skills will create a life full of rewards. To acquire the skills in sales in order to create abundance, we need to break it down to two components.

The first is we must talk to a lot of people. Great salespeople talk with more people than mediocre salespeople. By talking to lots of people daily, we insure victory. Mediocre salespeople let their feelings dictate their success in prospecting. When they don't feel like prospecting, they don't. Great salespeople cause their minds to control their actions in a positive manner. George Patton, the famous general, said, "You have to make the mind run the body. Never let the body tell the mind what to do. The body will always give up. It is always tired—morning, noon and night. The body is never tired if the mind is not tired. You've always got to make the mind take over and keep going." Which is winning daily in your life? The mind or the body? Resolve to control your body and talk to lots of people daily.

The second solution is practice. Daily practice is as valuable as making the sale. To develop a high level of skill in life we must practice. I spent hours in my youth practicing on the racquetball court my variety of shots. If I had not I would never have won any tournaments. For me to be able to be able to play at the professional level in racquetball, I hit hundreds of thousands of cross-court, backhand shots. This allowed that shot to be automatic under tournament pressure conditions. What do you need to practice on to become a world-class Realtor? Is it your

prospecting, qualifying, listing presentation, lead follow-up, negotiating? Each one of these areas needs practice. To achieve mastery of these skills it will take thousands of opportunities to improve your skills. Do you want to make the errors on "live" buyers and sellers or do you want to practice on partners where it is cheaper? Which do you choose?

Let me share another example. Your child is learning to ride a bicycle. Do you send your child out on the busiest street for their first day or do you keep him or her in the back yard? I am sure the answer is obvious. Practice in a controlled environment gives us confidence and the skill to compete. It allows us to create wins in practice before we have to play the game.

Make sure you adopt these philosophies and make a concerted effort to talk to a lot of people. You then need to practice daily so you improve your ability to execute in the moment.

Dirk Zeller, President of Real Estate Champions, is recognized as the premier coach for the real estate industry. He has developed a system that takes "regular" agents and "regular" managers and transforms them into "top gun" agents and managers. Dirk's coaching systems are built around his incredible success in the 90's as one of the top agents in all of North America. He closed over 150 transactions annually while working Monday through Thursday and taking Friday, Saturday & Sunday off. Copyright© 2000-2001, Dirk Zeller. All rights reserved. To contact Dirk about his availability to speak to your group, please call the Frog Pond Group at 800-704-FROG (3764) or email susie@frogpondgroup.com; <http://www.frogpond-group.com>.