

# *The Realty-Success Method*

## **15 Rules for the Amazing Salesperson**

- 1.** You revise your budget and business plan at the beginning of each new year.
- 2.** Your commission is not negotiable.
- 3.** You are undoubtedly honest and professional.
- 4.** You are in business to make money so your bottom line must be at least 2 / 3 of your sales.
- 5.** 2 / 3 of your revenue must come from the sale of your Products and Services. Only 1 / 3 of your revenue should come from sales made from references or collaborator.
- 6.** The references of past clients and your circles of influence should be, over the years, more than half of your sales. You must prospect regularly to find new customers to increase your reference bank.
- 7.** You get at least one sale for every two appointments you go to.
- 8.** You prospect at least the bare minimum amount of time each day; at least one hour on the phone per day or 10 contacts made in person.
- 9.** You practice working on your questions and your answers to objections every day.
- 10.** All your appointments must be pre-qualified.
- 11.** The more appointments you have, the more sales you will make.
- 12.** You hire an assistant when you have reached a level of success where you feel overwhelmed by paperwork. Then the excellent service you provide will not suffer and you will concentrate on doing what is more lucrative for you; prospecting and selling.
- 13.** You take a minimum of 4 weeks holiday per year.
- 14.** You attend at least 2 motivational or inspiring conferences or other sales training per year.
- 15.** You are proud to be a great salesperson and you let people know it!