



REALTY-SUCCESS
SYLVIA PERREAUT



APRIL 04 2010

EDITION 2, NUMBER 5

IF YOU ARE HAVING DIFFICULTIES READING THIS MESSAGE, [_PDF](#)

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Tricks of the Trade:

"The first trick to increase the effectiveness of these statements is to display them in a place where you can see them regularly."

Your REALTY-SUCCESS Affirmation of the Month :

"Positive affirmations nourish me internally and give me the strength to excel."

REALTY-SUCCESS
In your area!
Our Conference :

Are you your worst client

Conferences (60 minutes) that can be given in your area or at your office. For more information, visit the Training and Conferences page at www.immo-succes.com or call us : 450-661-3480

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The Realty Reality of the Month: April 2009

To Read This Month: **Are you your worst client?**

Don't forget: **The REALTY-SUCCESS  Response of the month!**

Are you your worst client?

During my coaching or training sessions, it's always with sadness that I realize how widespread the negative imagine of the stereotypical "commission based salesperson" is deeply rooted in you; it's to the point where you seem to forget the good services that you offer! A crucial question is necessary here: would you buy your own services?

I say it often, one of the biggest challenges in having to sell your services or consulting is having the ability to turn off that little inner voice, the one I like to call the "self saboteur" (see my conference, "A winning spirit and having pride in being an agent!") With it, doubt takes over and we inevitably become our own worst client. We no longer believe what we say and more importantly, we are afraid to deliver what we hate to receive: unsolicited offers, shoddy service, and exorbitant costs for incompetent work. A bad reputation that salespeople have the pleasure of regularly dealing with, no?

This negative image is unfortunately sufficient enough to make you doubt your own worth and experience and hate solicitation forever. However, you need to have enough self-confidence to perform these services and make people value them. This is the essence of being a good salesperson!

The trouble is that if sellers refuse to offer your services, you feel personally attacked and rationalize the experience with your own values and belief system, which are sometimes no better than those of the sellers.

To give you a solution against these sellers, here, in the first of a series of three articles, is one of the pitfalls that make you doubt your ability and prevent you from functioning positively and selling your services first to yourself!

Perceptions

Definition from Wikipedia: "*perception is the process of attaining awareness and understanding. The word "perception" comes from the Latin words perception, percipio, and means "receiving, collecting, action of taking possession, apprehension with the mind or senses. The process of perception involves understanding. Perception is linked with a person's understanding of what is Truth. Reality is perceived according to the person's understanding of it and so perception needs to be confronted with truth. The way the human mind functions is that it also admits of past experience and takes that in consideration when interpreting new things. Without perception action would be unguided, and without action perception would serve no purpose.*"

Your perception towards others and even yourself creates filters that make you wary around the former. You don't want to offend anyone. Misinterpreted messages don't allow you the assurance you deserve. And what about others' perception of you that often leave you branded? Being rejected still hurts and unfortunately makes us forget those clients that appreciate us. Human beings are made in a way that there will always be an internal

Realty-Success Quote of the Month

"I observe, with experience, that the passion required to practice this noble profession must already be in oneself...by passion, I mean to try to help, to sell oneself, and be a reference for real estate without forgetting what's most important: that is to love people and their properties."

Volume 1

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Have you watched Sylvia's New Video?
Great tips!

Please pass this information along to anyone in your contact management system that you feel would benefit from reading it.

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struggle to remember our own value at all times.

I received my first lesson in sales around twelve years old. I was working at my father's shoe store. He had asked me to dust the handbags on the shelves while he was busy selling shoes to the customers. Ingenious, he always sat the customers down in front of the display of handbags that I was dusting and when a customer tried a shoe, I had to take a matching bag and subtly dust it before her. He gave me twenty-five cents for every handbag sold that way! Obviously, for each shoe that was tried, there were many choices of bags offered to customers and the ones I thought were good were not always the ones chosen by the customer. Dusting with force every bag that I found, you can be sure that there was an immaculate display by the end of the day.

Despite my determination, this little trick did not always work. I was always disappointed when a client left empty-handed despite the vast choice available to her. Even if my pocket was full of quarters, nothing managed to take away the bitter taste of defeat at the time. My father made me realize the misperception that blinded me. He showed me that selling is a numbers game: always take a shot even if you get several rejections, because in the end, it's only the final result that counts. I only had to remember that several clients had left with sets of shoes/handbags that day, thanks to me, and my reward was to go to the candy shop and spend my hard-earned salary!

From this experience, I learned that whenever I ask, there is someone, somewhere who needs my services. It's this person, **only this one**, which should convince me of my value at the end. You must know how to forget all the others who are not ready to do business with you yet.

He must therefore respect the client must make his own path to purchase and this choice may be different than we would like him to take. We must believe that there is no attack to our personal skills. If we close and we doubt, we will work more than the principle of misplaced pride. It will be difficult to do with post. How many times have we realized with astonishment that this same customer who refused our services there is barely a week, today signed a contract with our competitor? This customer has just walked at their own pace and with its own needs. We might have had to recall instead of make believe he no longer wanted anything to do with us personally. We should remember that instead of thinking that he no longer wants anything to do with us on a personal level.

Positive affirmation helps greatly to restore confidence in us when necessary and permits us to believe in our value and the services we offer.

If you would pay for your own services, it's no surprise that others would too. So have confidence in yourself and your worth!

Sell yourself **to yourself** first and turn off that damned voice inside you in order to succeed in finding the right clients who wish to do business with you.

I hope you take the road to success and never forget that you are a good salesperson and be proud of it. You are honest and motivated. Do not let anyone believe otherwise, especially not yourself.

I wish you REALTY-SUCCESS!!

News from Sylvia!

Working hard on translating all our work and publication stay put!

**Much Love,
Sylvia**

The Realty-Reality News of the Month

"You want to follow me on networking sites? (Bilingual)

Linkedin: <http://www.linkedin.com/in/immosucces>

TWITTER: <http://twitter.com/SylviaPerreault>

Youtube: <http://www.youtube.com/immosucces>

Facebook: <http://profile.to/sylviaperreault>

Groupe Immo-Succès/Realty Success on FaceBook : <http://tinyurl.com/not3dv>


Blogs : ACTIVERAIN: <http://therealtyrealityblog.com> (en anglais)

Localism: <http://localism.com/neighbor/sylviaperreault> (en anglais)

Please add "Info@immo-succes.com" to your white list or address book in your e-mail program, so that you have no trouble receiving future issues!

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Responses for Realty-Success!

Objections	..  Response ..	Close the discussion and sign
<p>I don't know you and you've never sold a property in my area.</p>	<p>☺ ☺ I understand your hesitation...the reason you'll choose me now, is because my company has properties for sale all around your area, and you can feel that I really want to work for you.</p> <p>What that means is that when you sign a contract with me tonight, we will expose your property to potential buyers throughout the industry and more, thanks to the M.L.S. system and our website...do you know how important this visibility is? ☺ Isn't this what you want?</p>	<p>Then, let's simply sign the contract... so that I can help you get what you want... as soon as possible ... that would be excellent no? ☺ ☺ ☺ ☺</p> <p>Sign the contract here!</p>

You have questions, testimonials or need more information, email me at: info@immo-succes.com
 As a subscriber to the IMMO-SUCCESS month, you have the privilege to receive this email. If you no longer wish to receive emails you can unsubscribe. Reply to this email indicating in the subject box: "Please Unsubscribe".