



REALTY-SUCCESS
SYLVIA PERREAUT



JUNE 06 2009

EDITION 2, NUMBER 7

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

www.immo-succes.com

Read the Realty Reality of the Month Archive

Tricks of the Trade:
"Selling, is meeting needs!"

Your REALTY-SUCCESS Affirmation of the Month :

"I like to hear and understand the needs of my clients."

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

Realty-Success Quote of the Month

"To beat a vulnerability or insecurity coming from an intimidating or imposing partner, put your well-being first by taking the time to "get into the game", to make your place and feel at ease." Real Estate Agent: from reality to dream, Volume 2, page 42.

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The Realty Reality of the Month: June 2009

To Read This Month: **Are you your worst client? (3rd and final part of the series)**
Don't forget: **The REALTY-SUCCESS  Response of the month!**

Are you your worst client? (3rd and final part of the series)

This month, we conclude the article series that's made you realize for two months how the widespread negative image of you as "commission sellers" is rooted in you, to the point of making you forget the good services you offer and the positive qualities you have. An important issue has emerged along the way: would you buy your own services? We conclude by considering how the last trap comes from our perceptions, the barriers to communication between us and our customers.

Barriers to Communication

Wikipedia definition:

Communication is a process of transferring information from one entity to another. Communication processes are sign-mediated interactions between at least two agents which share a repertoire of signs and semiotic rules. Communication is commonly defined as "the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs". Communication is a process whereby information is enclosed in a package and is channeled and imparted by a sender to a receiver via some medium. The receiver then decodes the message and gives the sender a feedback. All forms of communication require a sender, a message, and an intended recipient, however the receiver need not be present or aware of the sender's intent to communicate at the time of communication in order for the act of communication to occur.

To communicate also means knowing how to listen to others!

In our industry, we often put up barriers to ourselves in our communication of service offerings to our clients. We believe we aren't' capable enough, not strong enough, nor at the height of our ability. These barriers belong to us and are often caused by our own beliefs, our past, and mostly, our insecurity. Communicating with these self-prejudices becomes more and more difficult.

To counter this insecurity fueled by urban legends, we flood the client with brochures, action plans, presentation binders, and our "sales pitch". Despite all of our marketing efforts and our costly promotions, the client may still not hire us. Why? Because where was no good communication between us. The client chose the agent who listened!

Communicating and selling, its also knowing how to listen and have an open mind!

Open-mindedness remains one of the ways to overcome our barriers by stepping out of our comfort zone and opening ourselves to new experiences without basing ourselves on our initial fears and feelings.

Dialogue and understanding allow for effective communication, thanks to:

*Recognition of the other as being different, capable of having different ideas, different tastes, and different feelings; opposite views.

*Empathy, to understand and feel what our client is trying to communicate. Therefore, we need sympathy in our "listening".

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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.

Montly video :



**My best 5 ways to beat the recession blues
Sylvia Perreault**

A motivational video for Real Estate Agent and Broker!

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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- This doesn't exclude keeping our own personality, which will facilitate the exchange.
- On the other hand, it is important to not to reduce everything to us and to focus on the exchange of valuable information, rather than the explanation of our services.

The "art of listening" means that we must seek to understand the person when they're speaking. Good listening is manifested through our responses. A good method is to first recap the essential method of what you've just heard, to eventually ask questions, not only on the facts, but on the feelings that the speaker feels about the facts! You must put yourself "in their shoes", and display your understanding and empathy toward them. Listening, it's grasping the words, their significance, and understanding the ideas. Knowing how to listen becomes inseparable from observation.

Now I'll offer you a quick solution, following a lengthy explanation: we are in a service industry paid by results. To achieve results, we were given two ears and one mouth. The solution is therefore to listen twice as much as we speak. And, our clients will like us twice as much!

To sell our services, you must first understand and avoid the many pitfalls of our perceptions. We must also believe in our value and positively project the services and products we offer. Without this confidence in ourselves and with "lame" marketing techniques, it'll be hard to sell ourselves. Yet, it is one of the greatest challenges of our profession.

If you are proud of your services, of your abilities, and of yourself and you avoid the pitfalls of perceptions, you'll undoubtedly buy your own services!

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!

A first prize for my books! I'm very happy to have received an honorable mention for the quality of the information in my two books on the art of realty selling from the IGenie 2008 Awards! ☺

The Realty-Realty News of the Month


New coaching groups start in June: Develop your Realty-Success! Summer special: subscribe before June 30th and receive \$100 off the intensive 12-week program "Build Your Realty-Success".

We offer an agenda adaptable to your vacations and you'll be ready for a fall filled with Realty-Success.

Next Realty-Success Convention

Following the success of the first and especially to meet everyone's demands, the dates and location for the next Realty-Success convention will be announced soon! Watch your emails!

🔑 Responses for Realty-Success!

Objections	..  Response ..	Close the discussion and sign
The other broker I met seemed to better suit my needs!	☺☺ Please tell me and explain what would suit your needs? If I understand your concerns...(prove your listening and communication skills here)...now that you're ready to sign a contract with me today, we'll be working with buyers who I will listen to in order to understand their concerns as much as yours. Its communication that is important to sell your property! ☺ ☺☺ Isn't that what you want? ☺	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? ☺☺☺☺ Sign the contract here!

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".