



**IMMO-SUCCÈS**  
POUR TOUS LES PROFESSIONNELS  
DU COURTAGE IMMOBILIER.



MAY 2009

EDITION 2, NUMBER 6

[www.immo-succes.com](http://www.immo-succes.com)

**Read the Realty Reality of the Month Archive**

**Tricks of the Trade:**

“Selling is communicating on both sides.”

**Your REALTY-SUCCESS Affirmation of the Month :**

“The quality of your services and the way you sell is the key to your success.”

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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](http://www.immo-succes.com) or call us : 450-661-3480

**Quote of the Month:**

“There is a simple natural rule of life: “Action brings results” we can believe in our ability to achieve everything we want in life” Agent Immobilier; De la réalité aux rêves, Tome II p.21

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## The Realty Reality of the Month : May 2009

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

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

### **Are you your worst client? (continued)**

As I wrote last month, when I coach or give my training, it is always with great sadness that I realize how widespread and rampant are the negative self-images and confidence eating thoughts that cause you to forget the good services you offer. Ask yourself this important question: Would you buy your own services? In the rest of this article we will look at two other traps in our perceptions.

#### **Emotions**

*Wikipedia definition:*

*Emotion is a subjective experience, associated with mood, temperament, personality, and disposition... A related distinction is between the emotion and the results of the emotion, principally behaviors and emotional expressions. People often behave in certain ways as a direct result of their emotional state, such as crying, fighting or fleeing. Yet again, if one can have the emotion without the corresponding behavior then we may consider the behavior not to be essential to the emotion. Neurological research suggests there is a "magic quarter second" during which it's possible to catch a thought before it becomes an emotional reaction. In that instant, one can catch a feeling before allowing it to take hold...*

**Let us first consider the fact that it is important for someone who sells a service to perceive, to feel and especially to feel emotions.**

**Without emotion**, there is no interest or desire to buy or to proceed with an agent. For example, we all have a fantastic story of when clients have felt an irresistible and overwhelming desire for a property.

It is important to convey the passion we have for our business by externalizing our emotions. You must be proud! It is a culmination of our pride and our efforts that help us to sell our services to potential customers.

It is therefore essential to regain our energy and confidence after each call or visit, even if unsuccessful, to ultimately persuade and sell.

To achieve success in sales in this business, you must be proud of your work and transmit and share that pride to your clients. Just by doing this you will be more than half way toward achieving the trust of your client and his signature!

**Your motto must therefore be:** Sell with passion, learn with passion, live with passion!

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## Judgments

*Wikipedia definition:*

*In formulating cognitive judgements, a formal process of evaluation applies. A judgment may be expressed as a statement, e.g. S1: "A is B" and is usually the outcome of an evaluation of alternatives. The formal process of evaluation can sometimes be described as a set of conditions and criteria that must be satisfied in order for a judgement to be made. What follows is a suggestive list of some conditions that are commonly required:*

- *there must be corroborating evidence for S1,*
- *there must be no true contradicting statements,*
- *if there are contradicting statements, these must be outweighed by the corroborating evidence for S1, or*
- *contradicting statements must themselves have no corroborating evidence*
- *S1 must also corroborate and be corroborated by the system of statements which are accepted as true.*

Sometimes **our prejudices and our preconceptions** may endanger us and lead us to make erroneous judgments.

For example, often clients will buy and love properties we never thought to show them because we judged them to be inadequate or not "right."

In these instances, we have misinterpreted their needs by basing them on our own needs and likes, rather than theirs.

When I worked at my father's shoe store, I never understood why some customers were buying shoes that I thought were so ugly!

One day my father told me: "It's not you who wears them, so adjust your taste to meet theirs and make your sale!"

Thus, people have the right not to choose what is proposed, but strangely, all the shoes – both beautiful and ugly in my opinion – had been sold at the end of each season. So all the customers had found a shoe that fits!

This was my second lesson in sales. One of the best received too because I now understand that every offer has an answer. You just have to look and above all, find the person who will like our product when we have one for sale!

**Turn off the little nagging voice** that works against you in the back of your mind and sell with 100% self-confidence. With confidence you will list and sell more properties!

**I hope you choose to take the path to success and that you never forget that you are all excellent brokers and agents. Never let anyone believe otherwise, especially you!!**

**I wish you REALTY-SUCCESS!**


## Sylvia

*Sylvia Perreault, President and founder of the company Immo-Succes, offers coaching, seminars and conferences designed to encourage success and to promote pride in being a real estate agent. With 26 year of experience, she is also the author of **MÉTHODE IMMO-SUCCÈS: Agent immobilier: Du rêve à la réalité ! Tome I, Agent immobilier : De la réalité aux rêves ! Tome II et Les outils IMMO-SUCCÈS** (English translations are coming soon!). To reach Sylvia, please call 450 661-3480 or send her an e-mail at [info@immo-succes.com](mailto:info@immo-succes.com) or visit: [www.immo-succes.com](http://www.immo-succes.com).*

Want to know more about the REALTY-SUCCESS Method? A conference designed for Real Estate Agents and Brokers is available. Contact me for more information.



## Responses for Realty-Success!

Objections	"  Response "	Close the discussion and sign
<p><b>I don't know and I don't have a good feeling about you.</b></p>	<p>☺ I understand your concern...The reason you will choose me now is that my company and I have properties for sale around your neighbourhood...and you really feel that I will work hard for you, which is important. This means that when you sign the contract with me today, we will work with buyers who like me a lot. And that's what's important to sell your property! Isn't that what you want?☺</p>	<p>Then, let's make a good deal and... <b>let's simply sign the contract...</b> so that I can help you <del>to</del> get what you want... as soon as possible ..... that would be excellent no? ☺ ☺ ☺ ☺  <b>Sign the contract here!</b></p>

Interested in receiving invaluable and free advice every month? To receive our Realty-Reality of the Month, write to: [sylvia@sylviaperreault.com](mailto:sylvia@sylviaperreault.com)

**If you have any questions, comments or would like more information,  
 Email me at : [info@immo-succes.com](mailto:info@immo-succes.com)**

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