



**REALTY-SUCCESS**  
**SYLVIA PERREAUT**



SEPTEMBER 01 2010

**EDITION 3, NUMBER 8**

IF YOU ARE HAVING DIFFICULTIES READING THIS MESSAGE, [PDF \(FRANCAIS\)](#)

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

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

**Tricks of the Trade:**  
"I share my pride to be a salesperson!"

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

"I like to be a success salesperson!"

**REALTY-SUCCESS In your area! Our Mini-Conference is the way to go!**

Conference (30 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

**Realty-Success Quote of the Month**

*"Trust the value of your services!"*

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**The Realty Reality of the Month: September 2010**

To Read This Month: **Notice to the reader, I am a *salesperson* and proud of it!**

News from Sylvia: My book just left for translation! Yes, I hope to have my first in English soon!

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

**Notice to the reader, I am a *salesperson* and proud of it!**

My friends, I know that I am read by many of you because I receive lots of emails saying, "Sylvia, you shouldn't say 'agent' but 'Broker' now in Quebec!"

Hmm ... are we talking about an international professional title here? Of course, it could one day become that in Quebec and elsewhere. But because of it changing every 25 years, we confuse the client a bit more each time, I doubt whether that's the goal! And it's not with haughty titles that you're going to mislead the said client who is looking for someone **to sell** his property! In my opinion, you can be, according to the English language: *Mediator Representative, Intermediary* and above all, ***salesperson!***

**Yet we all know that the word *salesperson* makes us "unloved" in the consumer and public opinion!**

The sale is one of the most disliked professions of all because:

- There is no formal training in "sales";
- There is no special school, recognized diploma or university program in sales!
- We find sales at the bottom of the list of the most respectable professions.
- Being in sales is even perceived by some as a false trade ... tragedy ... A title to hide... what a shame...

Some, unwilling to be simply "salespeople", utilize other names to go unnoticed or to glorify their titles: Representative, advisor, salesman, sales manager, business developer, coordinator, purchase coach, intermediate trader, sales representative, business partner and I forget the rest!

**But, is your ultimate goal and mission in life not to sell and become a successful salesperson? Then know that:**

- The greatest successes of this world have been made beginning with a sale!
- The creation of man was made from a sale; in the story of Adam and Eve, there was someone who has sold the apple to the other!
- I can choose to not cope with this reality and call myself a representative, consultant, sales manager, buyers coach, or anything else! However, I cannot deny that what supports my living is my sales!

So, I'm **a *salesperson!*** And I have to sell the idea to myself first! I'm not ashamed of that **and I am giving this term the glory and respect that it deserves, especially by those who exercise themselves in this trade...**

For ease of reading [my books](#) and [articles](#), I will keep using the term "salesperson" so you get used to the beauty of the word! The important thing is to become proud, one day, once and for all! ;-)

So, I am a salesperson and proud of it!

You need motivation and private coaching tailored to your needs?

A program in English with material and content designed for Brokers and agents and payable in Canadian funds!

Learn more :

Call:

450-661-3480

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

Free! Read

Your Realty-Success gift for 2010:

Realty-Success Business Plan

Realty-Success Budget Worksheet

"The 15 Fundamentals for Realty Success"

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

Follow

Sylvia Perreault to learn more everyday!



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What about 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!  
*Much Love and Great Fall Season,  
Sylvia*

### News from Sylvia!

Many more brokers were please with Sylvia visit to their office and know now about our Realty-Realty Success! To see photos of the tour, click here: <http://tinyurl.com/27ad574>  
**Take care my friend! Cheers, Sylvia.**

## The Realty-Realty News of the Month

**Sylvia goes on tour!** I'm continuing my tour of offices across Canada till the end of June then back in August for some more cities.

**Get the Info on how to get a FREE visit from Sylvia!**

**Brokers, owners and managers:** Get information on receiving a free visit from Sylvia! For a coffee and a corner of your office, she will motivate your agents for thirty minutes with advice, ideas, and anecdotes only she can tell! Be the first to reserve a spot by calling 450-661-3480.

## Inspiring videos REALTY-SUCCESS Capsules

**More Listings, more Sales!**

**Need an International acclaim speaker in Sales and Success?**


**Contact us now!**

**It would be a pleasure to verify our availability with you!**

(450)661-3480

[info@sylviaperreault.com](mailto:info@sylviaperreault.com)

### Responses for Realty-Success!

Objection	..  Response ..	Close the discussion and sign
<b>I don't trust salesperson!</b>	<p>☺ However, you buy every day an idea, an opinion, a product and you are advised by someone who is selling it!</p> <p>I am proud to be a seller and I look forward to positively influence your next buyer to the idea of buying your property!! ☺ ☺ ☺</p> <p>Mr. and Ms. Sellers, I sincerely believe that you have found a great broker who will help you close a deal and have a pleasurable, worry-free experience — which I'm sure is what you want. I am the right intermediary between you and your buyer and you will be happy to compensate me if I succeed, and not if I don't. Trust me. We will visit properties together within the next few weeks. ☺</p> <p>Isn't that what you want? ☺</p>	<p>Then, <b>let's simply sign the contract...</b> so that I can help you get what you want... as soon as possible ... that would be excellent no?</p> <p>☺ ☺ ☺ ☺</p> <p><b>Sign the contract here!</b></p>

You have questions, testimonials or need more information, email me at: [info@immo-succes.com](mailto:info@immo-succes.com)

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