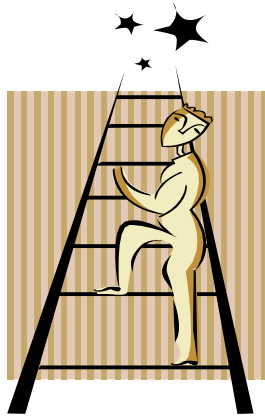


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Real Estate News

The Newsletter of
Real Estate and Lending
Growth Strategies
Volume 5 • Issue 5
May 1999



7 Strategies To Become A Star Performer...

The productivity secrets that separate top producers from the rest!

The Secret Truths of Establishing Consistency & Productivity in your Everyday Performance

Why does one agent consistently sell more homes and close on more listings than their competitor in the same market? Why does one originator close more loans than their competition down the street? What establishes the difference between form and substance? The secret is . . . the secret is there's no secret. In fact, the strategies for success are consistent within every top producer.

While it's understood that not every sales person aspires to be at the top of his or her field, doesn't it make sense to maximize your productivity for your time invested? Of course it's comfortable to be average. But for every average sales agent that blames productivity short comings on the economy, market trends or the particular excuse of the month to bury the truths of establishing consistency and productivity in your everyday performance—this months newsletter is going to dig those truths up. These

truths will reveal the productivity habits of a star performer!

The Seven Strategies of Star Performance . . . and the One Great Truth

Truths by definition are self-evident. They reveal themselves to you and me everyday... it's just whether or not we choose to accept them and harness the responsibility to perform them. You most likely have heard, read or seen most everything that follows. Now do you have the wherewithal and desire to perform them?

Initiative

Initiative is often misunderstood as the motivation to go the extra mile, to work harder than your peers or to GOYA (as Zig Zigler says, "Get Off Your Ass"). Initiative is your ability to look beyond your day to day responsibilities, to rise above the activity oriented tasks so you can proactively make strides towards business growth and seize opportunity as it presents itself. Initiative isn't reactionary... it's the ability to set goals and put systems in place to reach them.

Networking

Networking is also misunderstood by many average sales people. Many

sales people think networking is building a communications grapevine so that you put yourself in position to cherry pick opportunities brought to you by your associates. Effective networking is defined by "reciprocation." Developing a dependable and responsible means so that your clients can reach knowledgeable experts is the goal. By achieving this goal, the reciprocation of business will far exceed your sphere of friends and family associates.

Self-Management

Many average sales people also frequently misunderstand self-management. Self-management is not simply the art of time management or the ability to perform several projects within a given timeframe. Self-management is the art of defining which work choices ensure high job performance and direct you towards your career path. Self-Management enables you to develop a portfolio of talents so that your value increases.

Perspective

Perspective is not attempting to make sure that your point of view is the one that gets the most attention. If you find yourself saying, "Look at it from my perspective," you know you have

lost your perspective. Top producers know true perspective is a skill that allows them to see a project or problem in the context of how it affects others so that they can improve upon the situation or develop better systems to avoid these problems from reoccurring.

Teamwork

Teamwork not only involves working cooperating with others to accomplish like goals but more importantly to assume ownership of the team's accomplishments. By approaching team projects from this perspective your individual accomplishments are likely to increase exponentially. By being a positive contributor to the group's dynamics you ensure overall accomplishment, for the team and yourself personally.

Organizational Savvy

Being in the right place at the right time? Schmoozing with the people who are most likely to help you? Not quite. Organizational savvy that is effectively practiced by top performers is a strategy to navigate competing interests, promote cooperation and resolve conflicts immediately. Manage the dynamics of a particular situation or group characteristics so that competing interests become allies and are resolved.

Persuasion

The average performer thinks that persuasion is the ability to close on a slick presentation with the focus on the message instead of the prospect. The star performer knows that persuasion is the ability to develop a user-friendly format to reach your audience. Persuasion involves selecting the right product or service for your audience's needs. You must explore and absorb your clients' needs to direct them towards the best resolution using your expertise and experience.

The One Great Truth

Commitment. To decide that no matter what the outcome, you are going to do everything in your power to reach your maximum potential simply because you deserve to see what that potential is. You will rise above the activities that hold you back from implementing systems and strategies that you've been planning on and commit to action. Commit to excellence.

Portions of this segment were adapted from "How To Be A Star At Work" by Robert E. Kelley (times Books, New York) Robert Kelley is a professor at Carnegie Mellon University's business school and is President of Consultants to Executives and Organizations, Ltd.

Spring Cleaning

Just as everything at home requires a good scrubbing or dusting off this time of year, your business needs a good



spring cleaning as well. Here are a few tips to jump-start your spring cleaning around the office.

Databases: Shake the Dust off Yours

Once upon a time there was a very successful Powerline agent who handed her 90 day-old call log to a new employee for practice with telemarketing. She purposefully gave her an old list so as not to compromise any "new hot" leads. To her surprise the new telemarketer uncovered three new sales out of 20 "dusty" old leads. In fact, the agent discovered that 30% of the shelved leads were still viable, 30% had purchased from her competition and 30% were still undecided. Two-thirds of her leads were warm to hot, but she was not capitalizing on that 2/3 because she had allowed them to be shelved. After this discovery, the agent quickly put in place a method to organize her database and to periodically take out

the old leads, shake the dust off of them and give them a call.

PC Clutter: Organize and Reorganize

Just like a cluttered desk, a cluttered PC can slow down your business. Old files, emails and graphics take up space on your computer that slow down its processing. Start your PC spring cleaning by asking yourself if your files are organized the way you want them. Is there a method to the madness? Do open three or four in files before you find the one you need? If you answered yes, try creating separate folders and subfolders to get your files organized so you can easily find what you need. Are there any files you can dump? Use caution when deleting files. Your best bet is to organize your files in appropriate folders first, then move those you think you no longer need to floppy disks. An efficiently organized PC reflects the way you run your business.

Special Offer for Voice Broadcast Customers

If you currently pay \$0.27 per minute, you can now lower that to \$0.15 per minute simply by choosing a new billing option. The options are as follows:

Credit Card payment. The Customer provides a credit card and authorizes Arch to charge the credit card for outstanding charges. Arch will charge the card following the end of each calendar month so long as outstanding charges remain below \$500. If outstanding and unbilled charges exceed \$500 prior to the end of the calendar month, Arch may make interim charges against the card as well.

Invoice Payment with Deposit. The customer will be sent a monthly statement for payment within 25 days from the end of the month. Customers electing this option must maintain a deposit of at least 70% of the total of unpaid monthly statement charges plus any current month charges not yet billed.

