

What Are The Attributes of a Successful Salesperson?

"With relatively low start up costs and no hard ceilings, a real estate career seems perfectly tailored for any ambitious entrepreneur. In this industry, your limits are truly self-defined. Your approach, your ability, and your willingness to do the work of real estate sales will be the greatest determining factors for your success."

The Millionaire Real Estate Agent

The sales profession is as diverse and individualized as ever; even more so in the real estate field. The only barrier that you will run into is the limitation of your own vision. There's an old saying: "...if your mind and heart are truly focused in the right direction then your goal need not be just a dream."

But, having the courage of your convictions may not be enough. It's one thing to dream big dreams in full color ...but your success is entirely predicated on your ability to make the dream come true. In other words, can you do the work? You can learn the process, the necessary skills. But, do you have the temperament to be a salesperson in this professional industry?

Some of the strengths of successful sales people may be assessed as follows:

1. Do you have a high level of personal initiative?

It's one thing to dream big dreams but do you have the ability to build a working game plan to make those dreams come true? Do you have the strength to stay on the path, rugged as it may be, to success? Can you plan your day and then effectively work your plan? Do you have the belief that you can make it in this business? Do you believe in yourself?

2. Can you endure the rigors of lead generation?

Searching for buyers and sellers is not as easy as it may seem. It takes more than holding an open house or sitting and waiting for the phone to ring in the office to make a sustainable living in the real estate profession. You must go out and find the buyers and sellers who need you and your company's services. This is your primary task - lead generation. There's nothing more important than your consistency in this endeavor. Top agents in this profession know the value of relentlessly prospecting for those parties who will become tomorrow's clients.

3. Can you be your own boss?

It will be up to you to develop your personalized marketing plan and then oversee its implementation. This is not a business where someone stands over you and directs your day-to-day activities. Can you implement a number of different systems to ensure quality customer service for your clients? With proper guidance and training, can you develop these systems? What about a daily work

plan? Do you have the discipline to commit to paper the necessary work habits you'll need for success?

4. Conversely, can you take direction?

Direction will come from many different sources: your manager, a mentor, a coach, your trainer, your client, the customers, your family, and your friends. It seems as if everyone will have something to say, some words of encouragement or device, to you. Some of that direction you must pay close attention to... stringently adhering to its direction; some of it you'll put aside for further reflection; and some of it you will probably discard – and should! However, you must be willing to take direction from those who have a genuine interest in your success and to learn from your mistakes.

5. How do you feel about taking risks?

It's unnerving - perhaps even scary - to stand on the edge of an opportunity and take that first step into the unknown! Yet, that's the way it is when coming into this profession. Keep in mind - this is not a job. It's more like a vocation.

Some people enter this profession and will wait until they have taken every training class possible, learned all the scripts and phrases possible to ensure they will be the most polished and proficient salesperson possible. Others will jump right in under the tutelage of their manager and/or trainer and start things rolling.

These are the rainmakers, those chosen few who know they cannot wait until they possess all the knowledge, facts or sales license and phrases to ensure their eloquence in the sales arena. They are not afraid to step out into the uncertainty of the sales arena. But, they are aware that they are in the arena nonetheless ...and they are making money!

Are you comfortable in learning the basics of this industry and taking that knowledge and make it work for you? Are you comfortable in stepping out on the pass, fearless to the mistakes that may be made and humble enough to learn along the road you travel? Or, will you need to secure your Ph.D. in salesmanship first?

6. Are you trustworthy? Can people rely on you?

Are you a team player or do you prefer to work alone? If your manager was to ask your best friend to describe you what with that person say about you? Are you a people person - do you understand the complexities of different personalities, the diversity different cultures and the ability to bring people together and consensus and helping them fulfill their dreams?

7. How do you respond when someone challenges you?

Are you good handling rejection? Can you deflect it like “water off a duck’s back” or do you take things personally? This is one of the greatest challenges a person can face in a sales career. Sales can be emotionally painful, especially when someone turns to another person for help and doesn't use your services. Losing a client, even in a fair and competitive environment, can be a stinging experience and often chases people out of the business. While the pain of rejection is something that doesn't leave us too readily, it is often eradicated by the joys of success.

8. Do people say you are creative, filled with ideas - a possibility thinker?

You are often the catalyst of creativity for your client. You will often be the first to see the possibilities within a property and not just the dirt therein. Can you be the visionary for your client? Can you find the dream home that exists solely in the mind of that buyer? Can you create new and different marketing campaigns for your sellers? Remember, it's not enough to dream your own dreams; you must be able to see their dreams too!

9. How good are your writing and communication skills?

In this profession you must be able to communicate effectively and without ambiguity. Because of the legal nature of our profession you must be able to communicate in clear, simple language. You must be able to convey with clarity the wishes of your client. Your written language skills are as important as your ability to verbally question your client.

10. Are you comfortably high-tech?

We live in a technological society. Most buyers have already begun the search for their new homes on the Internet. Savvy agents are marketing through their own personalized web sites. How comfortable are you with the technology of today? Do you own your own computer, printer, and cell phone? How proficient are you in operating that equipment? The real estate industry has numerous computer programs that you will use in working with clients. Are you at ease learning new technologies?

These are just a few of the many different attributes of successful people in our industry. Each manager and broker will have their own criteria for affiliating new licensees into their offices.

An excellent tool to assist you in deciding whether the real estate profession is right for you should be the reading of the newly revised book written by Carla Cross entitled *Become Tomorrow's Mega-Agent Today*. This is an excellent primer for anyone thinking of the real estate career. It is an outstanding guide

and will assist you in determining if the real estate profession is right for you. Visit her web site at www.CarlaCross.com or order directly by phone at 425-392-6914.

An additional reading resource for you would be the *Complete Idiot's Guide to Success As a Real Estate Agent* by Marilyn Sullivan. This book is available at most locations where business books are sold such as Barnes & Noble, Borders, or may be ordered online at Amazon.com.