

Selling in a Challenging Economy



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When an All-Pro offensive tackle in the NFL shows up for the first practice of his tenth NFL season, he has probably played organized football for more than 20 years. Despite his experience and his accomplishments, he will still start with the basics. He will participate in drills that emphasize things as basic as proper stance and technique. He will focus on the little details that helped him achieve success at the highest level of his profession. I think there is a lesson here.

As we continue to work in an economic environment that can be extremely challenging, it would be in our best interests to get back to the basics that made us successful in the past. We have left behind a business environment that allowed many real estate professionals to enjoy success without having to worry too much about the process. There were plenty of opportunities to provide services to our clients. Many brokers were able to achieve a great income without having to spend any time making cold-calls or focusing on selling their services. Those days are over, at least for the time being. We would all be well-served to revisit the basics of selling.

What I will be discussing in this article is not rocket science, but it can be crucial to your success. You have probably learned and heard about all the basics in one form or another many times over your career, but over the years you may have stopped

doing some of them. Like exercise, if you decide to stop, you will eventually lose everything that you have gained. But if you start exercising again, you can not only regain all that you have lost, but surpass any prior achievements. Many brokers have experienced tremendous growth and opportunities during down markets. Now is the time to do the things necessary to separate yourself from the pack.

Here are five tips to help you through the tough economy.

1 Control your own destiny— One of the greatest pieces of advice I have ever received was to focus on the things that I can control and ignore the things that are out of my control. What can you control? Your two greatest assets: your attitude and your daily work habits. Many people let tough economies get them down. They will spend too much time focused on obstacles rather than opportunities. Whenever possible, try to avoid negative people and don't allow them to poison your attitude. I am not suggesting that you put on a false front and pretend that challenges don't exist. I am saying that you should have confidence in yourself and in the value that you can bring to your clients. Your efforts will pay off if you keep moving forward with a sound plan and a good attitude.