



Ninja Selling Master Outline

"The Path"

The name came from observations of the administrative staff with The Group, Inc. in Northern Colorado. They asked how certain sales agents in the company could be doing so much business and yet hardly seemed to be working many hours. We never see them. It's like they come in late at night and drop off contracts. They are like "Ninja's".

Realtor Styles and Challenges:

<u>Style</u>	<u>Challenges</u>
1. Rookie	Getting Started
2. Crab	Change
3. Pro	Commitment
4. Mega - Producer	Overhead
5. Ninja	Focus

Two Paths

The Real Estate Industry is obsessed with High-Tech. The Ninja says, yes, High-Tech is important but High-Touch is as important. Ninja's use computers but don't have a lot of "screen time."

Industry Path

Ninja Path

Industry calls the customer a "Unit". Says the real customer is the agent.	Ninja talks Customer Service.
Industry wants dialogs and techniques.	Ninja asks: "How can I add value"?
Industry stresses contests, market share, win-lose.	Ninja stresses cooperation.

Industry wants to win. They want the listing even if they lose.	Ninja wants success
Industry is into Personal Promotion.	Ninja is into Personal Service.
Industry is into Personal Assistants.	Ninja is into Personal Contact.
Industry works it all.	Ninja only works the 20% that creates the 80%.
Industry says: "More is Better".	Ninja says: "To make more, I'll just get better".
Industry is concerned with Volume.	Ninja is concerned with Profit.
Industry wants High Income.	Ninja is concerned with High Income per hour.
Industry wants to be Famous.	Ninja wants to be Rich.

Learning to Focus

The Reticular Activating System

A collection of cells in the brain. Acts as a filter. It only lets in things that you have made significant, either of value or threat. What ever you make important gets into your awareness, everything else is filtered out.

"What the mind can conceive and believe, it can achieve"

Thomas Edison

Focus on what you want, not what you don't want. Stop "Polyphasing"

Net Forward Energy Ratio

60%/40% = 1.5

$$80\%/20\% = 4.0$$

$$90\%/10\% = 9.0$$

$$100\%/0\% = \text{Infinity}$$

Twelve "Tips" on how to get Focused

1. Write out three values/priorities and three hobbies:

- _____
- _____

Write down your vision for each:

A.

B.

C.

D.

E.

F.

- Remove everything that doesn't support these six things.

2. Get your personal/family life in alignment

- Go from "Vision" to "Shared Vision"

3. Get on "The Path" of Financial Peace of Mind

- Use "Auto-Pilot" so you don't have to think about it
- Reduces Distractions/Increases Focus
- Builds Confidence - Ability to "Walk Away"
- Builds Optimism - "Feels Good"

4. Control your Environment

- Everything either gives energy or takes energy
- Add things that give, remove what takes away

5. Five Boxes/Files

- To Do
- To Delegate
- To File
- To Read
- To Trash

6. Simplify

- Say "NO" so you can say "YES" (Be very clear to your answers to # 1 above)
- Use one or two lists - Keep everything in one place
- Complete one thing - stop "polyphasing"

7. Have a Business Plan

- Set "Activity Goals"
- Schedule the Activities

8. Use a 12 month calendar - load your "Big Rocks"

9. Have a healthy "Routine"

10. Use Positive "Rituals"

11. Diet - Watch out for caffeine, sugar & alcohol

12. Exercise: 20 minutes @ 180-your age = 150% for 18 hours

Customers for Life

Three waves in Real Estate.

1. Agent exists to serve the company
2. Company exists to serve the agent
3. Company and agent both exist to serve the consumer

What do Customers want?

1. CARE and CONCERN for their needs. (Their perception was that the Realtor's main concern was for the Realtor's needs)
2. Knowledge. Especially from Contract to Closing. That's when the agent disappears.

3. **HONESTY.. The Company should have a policy and charge the same fee to all.**
4. **STAY IN TOUCH - Within 30 days after closing, better within 7 days**
5. **MAKE IT EASIER FOR ME**
6. **MAKE IT FASTER FOR ME**
7. **SAVE ME TIME AND MONEY**
8. **BE A PROBLEM SOLVER**
9. **PROMISE AND DELIVER**
10. **BE CONSISTENT**
11. **REDUCE AND/OR TRANSFER MY RISK**
12. **HELP ME RECOVER**
13. **WE MAY BE “LAST TIMERS”. (Baby Boomers buying what they think is their last house**
BE PATIENT

14. "BOOK-END" SELLING - Spend lot's of time listening to us and understanding our needs, then give us some space, let us go and see properties on our own. When we come back, help us negotiate and keep the deal together. Lot's of time at the beginning and at the end.

15. ACCESS TO THE INFORMATION - Don't block it.

16. RUN PRICE AND ADDRESS IN ALL ADS

Buyers and Sellers ideas on how Realtors should prospect:

- 1. We want to constantly know what our home is worth.**
- 2. We don't care that you've made the "Zillion Dollar Club".**

How do Customers Feel about the Quality of our Service?

76 % Were Satisfied

74 % Would use that Realtor Again

9 % Actually used that Realtor Again

2 % Said they chose the Realtor based on Fee

People prefer to do business with people that they:

1. Know
2. Like
3. Trust
4. Are in the "FLOW" with. FLOW is live interaction, either in person or on the phone.

Focus on people who Know you.

Focus on increasing FLOW

Sources of Business:

31 % Acquaintances

20 % Referrals

19 % Past Clients

12 % Agent Contact

8 % Newspaper

7 % Sign

2 % Magazine

1 % Radio

85% of marketing dollars are spent on the bottom 4.

We just can't stop being a Realtor

The Magic 50

If you know 50 people, they each know 50 people and you have a potential pool of 2,500 people. If the average turnover in housing is every 7 years, that means that every year almost 15% of the marketplace turns over. When a house turns over there are two sides and that means that every year, 30% of the marketplace has a commission attached to it. If you have 2,500 people in your pool because you are "In-the-Flow" with 50 people, the potential number of transactions is 750. (30% of 2,500). If you got 10% of the potential, that's 75 transactions. How many do you need?

Rapport - Prospecting - Negotiating using FORD questions

- F: FAMILY (How's the family?)
- O: OCCUPATION (What's new at work?)
- R: RECREATION (What are you guy's doing for fun?)
- D: DREAMS (What are you looking forward to?)

The Five Step Calling Procedure

1. Salutation (Hi _____, this is _____.)
2. Look for common ground * (FORD)
3. The purpose of my call is
4. End on common ground * (FORD)
5. 2 to 3 minutes maximum

Ten Reasons to call that Add Value

- 1. SELLERS**
- 2. BUYERS UNDER CONTRACT**
- 3. CLOSED BUYERS**
- 4. ACTIVE REFERRAL SOURCES**
- 5. 8 X 8**
- 6. ANNIVERSARY**
- 7. BIRTHDAYS**
- 8. TICKETS AND GIVE-A-WAYS**
- 9. MARKET UPDATES**
- 10. HAVE'S AND WANT'S**

The BEST source of business is: Current Customers

This is not Prospecting, it's Customer Service

Buttons-Mems-Viruses

Book: The Virus of the Mind

- A "Button" is a picture or a word that brings on "Strong" feelings.
- A "Mem" is a button that gives us such strong feelings that we take action.
- A "Virus" is when the "Mem's" spread. They become raving fans.

The "8 in 8" System

Mail something different of value to the same people (100 as an example) once a week for 8 weeks. Then call using the FORD process.

- Use it for:

1. **New Customers**
2. **Breathing New Life into Old Relationships**
3. **Capturing Builder Accounts**
4. **Annually Activating Your Sphere of Influence**
5. **Only do a maximum of 25 a week**

6. Make sure they know you

7. The key is THE CALL.

Powerful Presentations

▶ We live in a "Over-Information" world.

Look at your business with "Buyer's" eyes.

- ▶ What's it like to try to get to your office?
- ▶ Are your listings properly staged?
- ▶ What do you look like?
- ▶ Present your message in all three modalities:
 - ▶ Auditory
 - ▶ Visually
 - ▶ With feelings

The 12 Steps to Getting Listings Sold

1. Pre-Listing Interview
2. Pre-Listing Book
3. Rapport/Review Goals (at home)

4. **Qualify the home and the seller**
5. **State your mission.**
6. **Show them their “Odds”**
7. **Market Analysis**
8. **Net Sheet**
9. **Closing and Power questions**
10. **Marketing Plan**
11. **Remember your “Marketing Syntax”**

a. Package b. Price c. Promote

12. **Maintain a pleasing personality**

Negotiation Skills

1. What you focus on expands.

a. Make sure your customer focuses on the most important things: F.O.R.D.

NAR Survey of 50,000 Home Buyers and Sellers

50% of those surveyed couldn't remember the name of their salesperson 30 days later.

Most couldn't remember exactly what they Paid.

Most couldn't remember the Interest Rate.

Most do remember the Listing Office.

Most important thing was: Did it Close on time?

Four Measurable Definitions of Customer Service

1. Did it "Close" on time?

2. Did you get a referral?

3. What were the survey results?

4. Were they the first to call when there was a problem?

2. SHIFT!

a. When pricing a home, shift from “Price Focus” to:

1. Results

2. Time Frame

3. FORD Questions

4. Objective Criteria

b. When questioned about your fee, shift from “Cost Focus” to:

1. Results

2. Differentiation

3. Integrity

4. Guarantee

Pre-Game Ritual

- a) Know your customer**
- b) Know what you want to accomplish**
- c) Know your strategy**
- d) Know your “Drop-Back” positions**
- e) Know when to walk away**

A House For Every Child (Heavy User)

"Wake-Up" Money

How much money would you like to have coming into your life, without having to get out of bed?

How to work with Buyers

A buyer/sellers greatest fears in working with a Realtor:

- 1. The agent will waste my time**
- 2. The agent won't listen**
- 3. The agent won't do what they say**
- 4. The agent will rip me off**

What Buyers and sellers liked best about working with their Realtor

- 1. The agent LISTENED to us.**
- 2. The agent followed up but didn't sound like a telemarketer.**
- 3. The agent went the extra mile (Really marketed my home, color postcards).**
- 4. The agent treated us with respect.**
- 5. The agent told us the truth.**
- 6. The agent had good negotiating skills.**

7. The agent had a great personality.
8. The agent was persistent.
9. The agent worked with a smile (it's a weekend business).
10. The agent made it easier and saved us time.

Buyers/Sellers observations on the Home buying/Selling process

1. We like the Internet, especially pictures of homes
2. Views are our "hot" button. Make sure we can access them in the MLS.
3. We like "Full" brochure boxes.
4. We like "Follow-Up".
5. We expect information now, especially electronically.

Questions buyers would like us to ask:

- 1. How many properties have you purchased in the past?**
- 2. When was the last time?**
- 3. What was the process you used to buy that property?**
- 4. Did that work for you? Would you like me to use that same process?**
- 5. Are you familiar with how Real Estate works here?**

The Five Rules of Selling:

- 1. Show Up**
- 2. Show Up on time**
- 3. Pay attention and ask questions**
- 4. Be prepared to put the customer first**

5. Don't get attached to the outcome

Pre-Game

- **Quiet yourself**
- **Visualize**
- **Mentally rehearse**
- **Prepare your attitude and your face**

Showtime

Grand Openings

- **After introduction, move to "new ground".**
- **Enroll by using "FORD" questions.**
- **Acknowledge them and thank them for their time.**

- **Add Value**
- **"Hoop Jumping"**

You control the: Questions

The Customer controls the: Decisions

Objections

10 steps for converting floor calls into appointments

- 1. Separate the "Wheat" from the "Chaff".**
- 2. Assume it's all "Wheat".**
- 3. Make sure you really want to be on "Floor".**
- 4. The "Goal" is to make an appointment.**
- 5. Remember the "one in eighteen" rule.**

6. **F.O.R.D. questions.**

7. **M.A.N. questions. (Motivation, Ability, Needs)**

8. **Ask for an appointment.**

9. **If still no appointment, be nice, mail info, do not follow up.**

10. **Don't work with people you haven't met.**

Top 10 questions for buyers

1. **If you could live anywhere where would that be?**
2. **Why?**
3. **If we found the right home today, what would you do?**
4. **How soon would you like to be moved?**
5. **Are you able to buy another home without selling your present home?**
6. **What are three things in a home that you can't live without?**
7. **Could you tell me about the process you went through to find your last home?**
8. **Can you see yourself living in this home?**
9. **If Congress passed a law and you had to buy one of the homes we've looked at today, which one would you buy?**
10. **If this home sells tonight while you are thinking about it, will that be ok with you?**

Plan Your Year

Financial Pressure?

To compute your net worth:

Multiply your total pretax annual income from all sources by your age (or average age of all income producers).

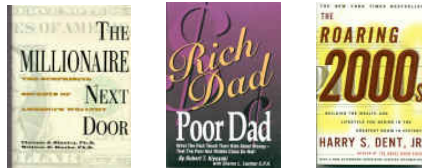
Divide by 10

The answer according to Danly and Stanco, author's of The Millionaire Next Door is what your net worth should be at your current age to be on track.

To increase your wealth:

1. Apply the skills that you've learned today to increase your income.
2. When your income "surges", keep your baseline constant.
3. Take all the money above that and invest it.

Books to consider:



Write out your definition of "RICH".

"Rich" is the ability to wake up in the morning with the time, health, knowledge, friends, financial freedom and passion to do what you want to do that day

Financial Independence:

"Financial Independence occurs when your annual investment income (your money at work) exceeds your annual living expenses. You have "Wake-Up" money." You have "Enough".



Realtor # 1

	\$150,000	Income
	-50,000	Tax
=	\$100,000	Income after Tax
	\$100,000	Baseline
	0	Investments

= 0 In ten years



Realtor # 2

\$150,000 Income

- 150,000 Baseline

= 0

- 50,000 Borrowed for Tax

Bankrupt in five years



Realtor # 3

\$150,000 Income

- 50,000 Tax

= 100,000 Income after Tax

60,000 Baseline

40,000 Investments

\$1,000,000 Portfolio in 10 years



Realtor # 4

	\$150,000	Income
-	30,000	Profit Sharing/Pension
=	120,000	Taxable Income
-	35,000	Tax
=	85,000	Income after Tax
-	60,000	Baseline
	25,000	Investments (1 house per year)

In 10 years:	\$778,760	Profit Sharing	In 15 years	\$1,437,353
	750,000	Real Estate Equity		\$1,200,000
=	\$1,528,760	Portfolio		\$2,637,353
=	\$152,876	Annual Income		\$263,735

Financial Goals

Mine to Keep
 Recreation
 Personal Growth
 Business Growth
 Debt Reduction
 Creature Comforts
 Business Costs
 Retirement Funds
 Taxes

Receiving Goal

Why are we doing all of this in the first place?

The Three "D's" of Success

- 1. Dream**
- 2. Dedication**
- 3. Desire**

The Power of Purpose

**To Live
To Love
To Laugh
To Learn
To Leave a Legacy**

The Letter:

- Date it one year from today**
- Look back on the past year**
- Write it to someone important to you**
- Describe the past year and everything that you've done**
- Remember that the Subconscious doesn't do jokes**

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