




Keys to Success

In Sales – Real Estate - Life

April 22, 2015

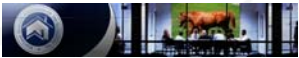

Maximizing Your Direction in Business and Life



Alan Lindeman

- Born and Raised in Cincinnati
- 30+ Successful Years in Corporate America
 - Honeywell, ADT Security, Perfection Group
- Experience in Sales, Management, and Operations
- In 2011 Left Corporate World to Follow My Passion
 - Help People Become Better Versions of Themselves
- In 2012 Started Compass Development Group
 - Corporate Leadership and Sales Training
- In 2014 Started Maximizing Results w/ Tim Burgess
 - Leadership & Sales Training / Coaching to Real Estate Industry

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Keys to Success

In Sales – Real Estate - Life

- Responsible Leadership
- 4 P's to Success in Sales

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Maximizing RESULTS
IN REAL ESTATE

Exercise

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IN REAL ESTATE

Organizational Pyramid Corporate Culture


- C-Level President
- V. President
- Regional Manager
- Gen. Manager
- Local Manager
- Dept. Head / Supervisors
- Employees / Core Associates

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Responsible Leadership

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Who of you is a leader?


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What can you / will you lead?

- Business
- Community / Civic Groups / Campus Organizations
- Church / Religious
- Sports Teams / Organizations
- Children's Organizations (i.e. Boy / Girls Scouts)
- Group of Friends / Acquaintances
- Your Family
- **Yourself**

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"Leadership is not about titles, positions, or flow charts. It is about one life influencing another."

John C. Maxwell

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Responsible Leadership

Definitions:


Responsible

- having the job or duty of dealing with or taking care of something or someone
- able to be trusted to do what is right or to do the things that are expected or required
- involving important duties, decisions, etc., that you are trusted to do

Leadership

- The position or function of a leader, a person who guides or directs a group (n)
- The ability and opportunity to influence others **

Merriam-Webster On-line Dictionary
** "LEAD... for God's Sake!"




Responsible Leadership

- able to be trusted to do what is right when having the ability and opportunity to influence yourself, and / or others

Al Lindeman (Compass Development Group)

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So, if we are "Responsible Leaders" what are we responsible for?

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First Responsibility – Our Self

Starts with “self-awareness” then “self-mastery”

- Aware of personal strengths and weaknesses
- Driven by a vision / purpose (professional and personal)
- Leads by behavior, not position
 - Do as I do (actions speak louder than words)
- Strong values / morals (honesty, integrity, responsible, effort)
- Consistency in actions and words (work, home, social)
- Willing to accept full responsibility (for self and for team)
- Focus on continuous personal improvement (all aspects)

Intentional Living



Second Responsibility – Your “Peep’s”

Lead from the heart

- Be genuine / authentic
- Inspire by showing your passion
- Engage by showing you care
- Praise successes
- Accept responsibility for failures
- Create channels of proactive communication / feedback loop
- Promote individual responsibilities
 - Do not accept “blame game” from associates

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Third Responsibility – Producing Results

Focus on delivering “Your” Results

- Understand your role(s)
- Always be your best you
 - Q.Q.S. Principle (“Think and Grow Rich”)
- Be an active, constructive, positive team member
- Understand the expectations
 - Commit to “excellence” vs. “perfection”
- Be comfortable being a positive role model

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Third Responsibility – Producing Results

Focus on delivering “Team” Results

- Create the vision within your “Sphere of Influence”
- Set the expectations / Lead by example
 - Commit to “excellence” vs. “perfection”
- Hold accountable to “results” vs. “process”
- Hire the right people, not the first available
 - Solves so many problems companies experience
 - Right people on the bus / Right seat on the bus
- Be comfortable making decisions

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Leadership = Responsibility + Influence




Fear

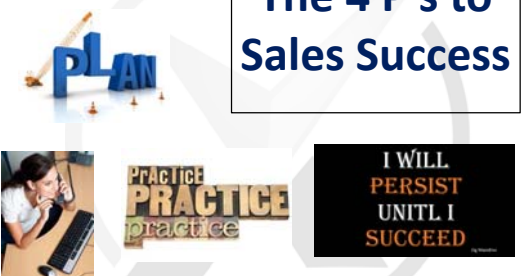
Prayer / Intuition
Embrace Position
Love People
Set Priorities
Live Passionately

Rewards

Will
Love
Passion

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The 4 P's to Sales Success




PLAN

PRACTICE

I WILL PERSIST UNTIL I SUCCEED

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4 P's to Sales Success

- Plan
- Practice
- Prospect
- Persistent Follow-up

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Plan Your Business

- What Do You Want? (Desired Results)
- How Will You Achieve Your Desired Results?

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Plan Your Business

How Much Do You Want To Earn?
I will earn _____ in the next 12 months.

What Is Your Average Commission?
My average commission is _____ ?

Number Of Transactions Required?
Earnings _____ / Ave. Comm. _____ = _____

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Plan Your Business

Strategy

I _____, will earn \$ _____
by _____ (date) _____.

I will do this by closing _____ transactions and obtaining an average commission of _____. For me to accomplish this, I will

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Practice

- True Professionals Practice
- For Sales Professionals It Is Called **ROLE PLAYING.**






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Practice

- Practice – Presentations and Scripts
- Practice Wit People That Won't "Buy" From You



👑

**ANYONE
CAN BE
COOL BUT AWESOME
TAKES
PRACTICE**

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 **Prospecting**

- Know Your Target Market(s)
- Identify Quality Lead Sources
- Build Your Prospect List

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 **Prospecting**

- Make Proactive Outbound Calls DAILY
- DO NOT Practice on Real Prospects


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 **Prospecting**

- Track Your Numbers / Know Close Rates
- Track
 - Dials, Contacts, Leads, Appointments
 - Proposals and Sales (Quantity and Dollars)
 - Listings, Pendings, Closings



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Weekly Tracking

CALLS
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
16 17 18 19 20 21 22 23 24 25 26
27 28 29 30 31 32 33 34 35 36 37
38 39 40 41 42 43 44 45 46 47 48
49 50 51 52 53 54 55 56 57 58 59
60 61 62 63 64 65 66 67 68 69 70
71 72 73 74 75 76 77 78 79 80 81
82 83 84 85 86 87 88 89 90 91 92
93 94 95 96 97 98 99 100

CONTACTS
1 2 3 4 5 6 7 8 9
10 11 12 13 14 15 16 17 18
19 20 21 22 23 24 25 26 27
28 29 30 31 32 33 34 35 36
37 38 39 40 41 42 43 44 45
46 47 48 49 50

LEADS
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

APPOINTMENTS
1 2 3 4 5 6 7 8 9 10



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Persistent Follow-up

What good does it do to create a lead if you don't follow up?

**I WILL
PERSIST
UNTIL I
SUCCEED**

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Persistent Follow-up

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
2% OF SALES ARE MADE ON THE FIRST CONTACT
3% OF SALES ARE MADE ON THE SECOND CONTACT
5% OF SALES ARE MADE ON THE THIRD CONTACT
10% OF SALES ARE MADE ON THE FOURTH CONTACT
80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

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Persistent Follow-up

Classify all leads as follows:

- **HOT LEAD** - Anyone who said they're going to be doing something in the next 30 days.
- **WARM LEAD** - Anyone who said they're going to be doing something in the next 30 to 60 days.
- **COLD LEAD** - Anyone who said they're going to be doing something in the next 60 days to one year.

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Persistent Follow-up

Handle all leads as follows:

- All **HOT LEADS** are to be followed up with every three to four days.
- All **WARM LEADS** are to be followed up with once a week, and at least once every.
- All **COLD LEADS** are to be followed up with every three weeks to every other month, depending on what they said and what their time span is.

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Persistent Follow-up

Use a Follow-up System:

- Electronic
- Manual
- Whatever you use – **USE IT CONSISTENTLY!!**

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Review

1. Names the 3 components of Responsible Leadership
2. What are the "4 P's" to sales success?
3. What book did we use to develop our Business Plan model from?

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WE WANT TO HELP YOU SUCCEED!!

- Free copy of todays presentation
- Free ½ hour coaching session
- Free copy of Business Plan Worksheet

Maximizing Your Results in Business and Life




Websites & Social Media

Corporate – Leadership & Sales Training / Coaching
Website – www.compassdg.com

Real Estate – Sales Training & Coaching
Website - www.MaximizingResultsInRealEstate.com
LinkedIn – Maximizing Results in Real Estate
Facebook – Maximizing Results in Real Estate
Twitter – @MaximizingR


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Thank You

| | |
|--|---|
| <p>Alan Lindeman Co-Founder President Maximizing Results 513-476-8639 ALindeman2@gmail.com</p> | <p>Tim Burgess Co-Founder Program Developer - Lead Trainer Maximizing Results 513-484-1247 TimBurgess1964@gmail.com</p> |
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“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, ‘Who am I to be brilliant, gorgeous, talented, fabulous?’ Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won’t feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It’s not just in some of us; it’s in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.”

– [Marianne Williamson, A Return to Love: Reflections on the Principles of "A Course in Miracles"](#)

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Thank You!

Best wishes to your success in business and life!

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