



## Understanding People is the Key to Boosting Sales

by **Bob Corcoran**

### Personal Development, Skills

*"Everyone is kneaded out of the same dough but not baked in the same oven."* - Yiddish Proverb

If you understand people then you understand real estate.

Because if it's been said once, it's been said a million times: real estate is a people business. And oh how much easier work and life would be if we just understood people.

Yes, humans are terribly complex, often unpredictable and sometimes just plain difficult. There's the client who insists on knowing everything (and I mean everything) you do as you go about selling his house. Enough to drive some Realtors absolutely bonkers.

Then there's your buyer's agent who doesn't tell you anything unless you pry it out of her with a crowbar.

People. You just never know.

But if you really believe real estate is a people business, then any effort you make at better understanding yourself and how others tick will make your business flow and your bank account grow.

And fortunately social scientists have developed tools that can help you shed light on the mystery of human behavior and get a better handle on personalities - yours and others.

The Wilson Learning's Social Styles puts personalities into four quadrants designed to help you work with individuals in different situations. The Enneagram Personality Insight for Business sends you on a journey of personal and organizational discovery so you can mesh easier with others. And the Fundamental Interpersonal Relations Orientation Behavior program uncovers how your needs affect your behavior towards others.

All have received rave reviews. But one I've found to be particularly useful in real estate and that I share with my clients is the DISC profiling system (Dominance, Influence, Steadiness and Compliance).

**D** relates to control, power and assertiveness.

**I** looks at how a person approaches social situations.

**S** is the factor of patience, persistence and thoughtfulness.

**C** describes a person's approach to structure and organization.

DISC has helped me identify my behavioral profile, appreciate different profiles and capitalize on my own behavioral strengths.

It can also help you anticipate and minimize potential conflicts, hire the right people and manage people in sales environments - all essential tasks in real estate.

I introduced DISC to one of my clients, Valerie Hunter-Kelly, a Realtor in Clarksville, Tenn., when she and I met about three years ago. She tells me it has helped her better understand how to relate to co-workers and clients on their level.

"Before, I just communicated based on my personality style, but now I understand others' personalities so I don't get as frustrated with them as much because I understand it's not personal it's just the way they communicate."

Hunter-Kelly says she now types every client and then shares that information with the staff member who's charged with helping the client get to closing.

"I always ask my buyer's agent what the client's personality profile is because I know it helps close deals," she says.

She says now when a problem arises, it's typically because the agent doesn't know the client's personality style.



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"As soon as I meet anyone, I automatically type their personality so I'll know how to relate to them," she says. "It's just a natural part of what I do now."

Yes, understanding people, listening to their needs and wants and responding appropriately all take a lot of work and attention. But because this is a people business, it's simply a must. And the better at it you become, the better living you'll make as an agent or broker. I promise.

In fact, this is so important; I have posted an interesting article on my web site called "Highlighting Your Preferred Style"...why don't you take a moment and read it over:  
[www.CorcoranCoaching.com/BrokerAgent](http://www.CorcoranCoaching.com/BrokerAgent).

Best of luck to you!

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