



A Race Back to the Basics

Here are four areas you can focus on to get things back on track and recapture that sweet purring sound in the engine of your business:

1. Prospecting

Think of prospecting as pushing on the accelerator. This has to be your number one priority to give your business momentum. To generate speed, make time for prospecting every day -- for at least an hour (that all-important hour of power).

Also analyze what is working and what is not in your prospecting. Constantly compare year-to-year numbers to see how you are doing. There are plenty of ways to prospect, but if you do not keep track of what is working, you will be guaranteed to spin your wheels.

2. Know your scripts

Look over your scripts. Has rust started to develop? Are they persuasive for today's market? Do they have the right open-ended questions? Are they exciting? Do they generate interest?

Scripts are so important that I encourage my clients to practice them every day. Oh, but you say, "Bob, I don't have time. I'm too busy." Well, believe me, if you do not know your scripts and they are not powerful, you will end up on the roadside waiting for a tow truck to haul your business in for a complete overhaul.

I have a free document called "Scripts -- The Key to Success" on my website at www.CorcoranCoaching.com/Commitment.php Please take a minute to look it over. I think you will find it will help you jump start your scripts.

3. Review your operations

Engines need efficiency (oil). And when they do not get it, they can wear out quickly. To spot where your real estate career needs oil, take time to analyze all aspects of your business. Where do you hear metal on metal – those grinding noises?

Is it a problem of reaching goals? If so, have you set expectations of yourself? Is your team holding you accountable to those goals? How often are you meeting with your team and Rainmaker? Make sure you are meeting your teams' standards as well as your own.



4. Think exceptional service

Where the rubber truly meets the road is service. Sadly, agents sometimes lose sight of the fact that real estate is a service business. Service is the most important quality you can use to differentiate yourself from the competition in any market – buyer or seller. You must make exceptional customer service at all levels of your organization paramount. And it has to be seen clearly through the windshield, the side windows and the rear-view mirror.

Make A Commitment: I will win the real estate race – but only when my engine is purring on the basics! I will master the *BASICS!*

Deadline: _____