

The competitive advantage—ATTITUDE!

Having the proper mindset makes all the difference in making the sale or getting the listing. When you have the right attitude, everything is possible. We all have those days when everything goes right, we KNOW we can't fail. How can we harness that and make it an everyday occurrence?

The first thing we can do to have the proper attitude everyday, is start the day with a smile. It is so hard to be upset or grumpy when you are smiling—even when we don't feel it. The next is to walk like you are happy to be going somewhere—make it quick, like you can't wait to get there. Pretend there is a million dollar check waiting for you just inside the next door, would you meander to the door? And, focus on the positives that happened the day before, even if you have to dig deep. Now you are ready to go.

Before you tackle anything really difficult, call a past client who thinks you are the greatest! You will recapture those feelings and go to the appointment, or work on the transaction problem with a sense that you can't fail. Your attitude will be one of CAN DO.

Having a positive attitude is something that everyone can have if they just choose to have it. It's free. I have had agents that were both working on the same transaction—one represented the buyer, the other the seller. Each agent came to me separately to discuss a difficult situation that arose with the property. One came in positive that the problem could be fixed and wanted to just bounce some ideas off me. The other came in and said it was impossible and wanted to cancel the sale. Why didn't both agents see things the same way? The negative agent was listening to his seller and not looking at the situation as a problem solver. He took on the seller's feelings and as a result thought it was useless. We solved the problem to everyone's satisfaction in the end. The point is, that is you have a positive attitude, the people around you have a positive attitude—including your clients.

Being positive is simply believing in yourself. You can build up this positive attitude by small victories. Remember them. Savor them. Replay them over and over again. When you hit a stumbling block (not a failure), you need to just go on. Not ruminate over it for days. You just waste time. I had an agent come to me recently really upset because a listing she was sure she was getting in her farm had another sign on it when she drove home that night. She told me why she thought she didn't get the listing, but she really wasn't sure. I told her not to agonize over it, but to call the seller and ask him why she didn't get the listing. Learn from it. Had I not encouraged her to call, she would still be upset about it. She did call, and found out that the listing went to a company that he was going to work for a few years ago and was emotionally tied to. The seller had liked her proposal, but wanted to see what this company did first. If they don't sell it, she gets it. She was so delighted and felt much better. She went back to prospecting. Her attitude

was considerably changed because she took the initiative and found out the reason for not getting the listing and went on. Worrying about things is just a big time waster.

Another way to keep a good attitude is to have activities programmed into your calendar and do them; such as, making 20 cold calls per day between 10:00 and 11:00 AM. You feel so good that you did it. And, when you get an appointment from the calls you feel even better. The result is that you accomplished something whether you got the appointment or not because you did the activity. If you do it enough, you will have lots of appointments. A good attitude comes from a feeling of accomplishment.

We can all learn something from the Disney employee handbook. Have you ever gone to Disneyland or Disney World and been met by mean, grumpy people? No. Never. Their employees are told that they work at the “happiest place on earth” and people come there to have a good time and their job is to make sure that happens. They coach their people on being positive—one important part being that they should always smile and be happy (even when they don’t feel like it). That brings us back to the beginning of this article.

When you start your day, know that it is going to be a great one. Smile. This is the day that you meet a new buyer or seller and you want to show them that your attitude is one of a winner. It’s contagious!