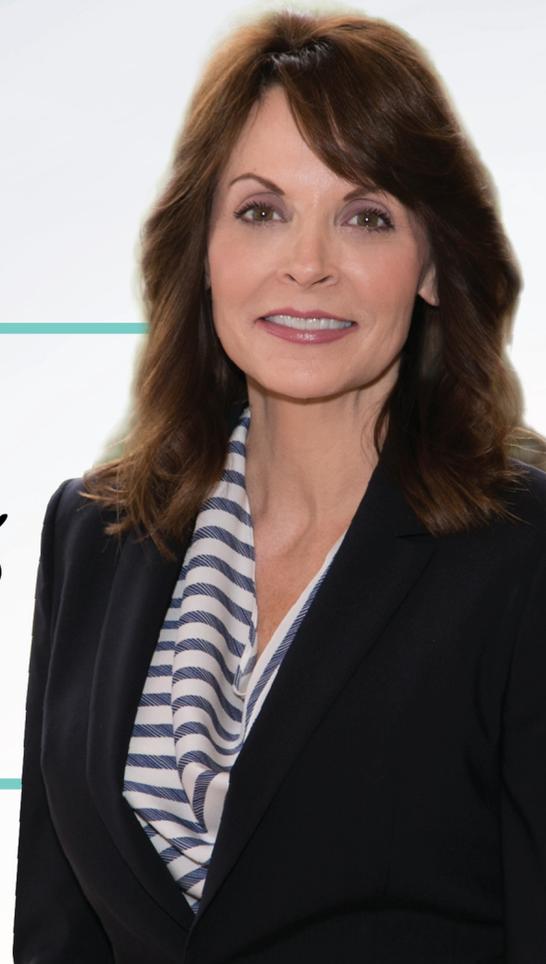




GROUP
Coaching Calls
with **DEBBIE**



Debbie: Hello everyone, it's Debbie De Grote, and I know that we are just letting everyone get on the line. We're just a few minutes early, or a few seconds, I should say, early. So, welcome to our first Tuesday call – Tuesday with Debbie. And I'm looking forward to spending this time with you guys. Now, just a reminder, right now you're all muted; that way we can get a nice, quiet recording for you. And of course we are going to post this recording pretty much immediately later today.

Female speaker: Hello?

Debbie: Hello. Can you go ahead and if you're not muted, can you just hit *7? I think all of you are muted, but *7 will unlock your line if you would like to speak. So, in a bit I'm going to do a little bit of training for you guys here in the beginning on an important topic, and then I'm going to invite you to do the *7 if you have a question. After you ask your question, if you do *7 again, which will put you back on mute, just so we can keep the line nice and quiet.

And remember, in our new format, Pete is not on the call with us today. Pete and I are alternating. And the person that I think just joined... Hold on, let me try something here really quick, because I'm picking up too much noise here. Someone is not muted. Give me one second. The person that just got on and said "Hello" – if you could mute yourself; hit *7 please. I just want to make sure everybody's muted. So, Pete will be with you next week. So, first and third Tuesday. Let's see. I get confused. We'll send you the schedule. (Laughing.) How's that? I think first and third is Pete, and second and fourth is Debbie.

Alright, so here's our topic for today. At the recent event that we had here in Newport Beach, we were talking about increasing your conversion ratios, and everything from meeting people at open house to negotiating transactions and closing a higher percentage of your listings. And it took us into a conversation about connecting with people. Now, we have a lot of resources. If you're in the private coaching, of course you have access to the Real Estate Campus. Now, all of you have access to the Inner Circle platform, but if you're in the private coaching, you have even additional resources that you may want to go and check out on this topic. But today what I wanted to talk about by popular request is, when you're working with buyers and sellers, how do you quickly identify their personality style? And once you identify their personality style, how do you then adapt to it? And I guess I want to put out there on the table, why should you even bother to adapt to it?

So, maybe we'll start there first and say that statistically, 50% to 70% of the people that you fail to close probably is because you did not have proper rapport with them. In fact, in some cases, they may even have felt repelled by you. And that's a pretty strong word, I get it, but we've all met people that are just so our opposite in how they interact and communicate, that it was so annoying that all we wanted to do was just get away from them.

I thought I'd share a little story with you guys, just to show this point. So, my husband and I met this very nice couple out socially, and we thought they would be nice to have over for dinner. So, we invited them over for dinner on Saturday night, and they are nice people, no doubt. But I'll tell you what. She is such a super High I personality. I almost would say on a 0 to 100, she had to be 100. "I" being "influencer". And she never stopped talking. So they arrived at 5:00 and it went fine for about an hour or so, everything is good. And then she launches and literally talks so much that nobody could get a word in edgewise. And I'm watching the clock, thinking, "When will they go home?", which unfortunately they didn't go home until 11:00. And I quite frankly go to bed kind of early, because I get up early. So, bottom line, guys, guess what? She is a nice person. I will never get together with them again socially, ever. She drove me crazy, she bored me, and she never stopped talking. She repelled me.

But let me give you another example, not so extreme. So, I'll use myself. I'm a High D – I'm a 99D. So "D" is "driver" – very direct, very to the point, cut to the chase, bottom line, matter of fact. And if I'm not careful, can even be a little bit harsh. Well, let's imagine that I go to the home of a High S. High S is someone very calm, very amiable, really needs to progress slowly because they want to feel good about the situation and the relationship. They just really need connection to move forward with their decision. So what if I did this? What if I ring the doorbell of a High S seller and I am in my High D zone?

Okay, great to be here today. Let's get right to work. I don't want to take too much of your time, because you're busy, I'm busy. No, I don't need you to show me the house. I know these floor plans well. Let's just get this thing on the market and get it sold.

Guys, that's what I want to do in my head. That's the High D me. But that High S seller would shut down. They would be overwhelmed, annoyed, intimidated, frustrated. They would feel like I don't get them and they would probably give me some excuse, like, "I need to sleep on it."

I thought of something else funny. A salesperson said to me yesterday...

You know, Debbie, all of this stuff about getting in their zone and adapting to them is so difficult to do it. I think I'd rather just sell to the people who are just like me.

But think about that, guys. There are four personality styles. Now, just to be clear, every one of us is a combo of all four. And I think most of you have taken your DISC assessment. If you haven't taken your DISC assessment, please do it. It's on the Inner Circle, it's on Exelleum.com. It's there for free, takes 10 minutes, it's easy. Know yourself – that comes first. So, we're all four styles, but there's always going to be the dominant style. So when you're looking for a client's style, you're looking for the dominant style. Because I'm a 99D, which is "driver", 0 to 100, you would know I need to speak to Debbie as a High D. So, "D" is "driver", "I" is "influencer", "S" is very steady or amiable, and "C" – cautious or analytical.

So let me give you another example. Maybe you're a High I, which many of you are. You're good with people, you're movers, shakers, you could talk to anybody, anytime. But High Is by nature are not super data-driven. They don't like spreadsheets, they don't like charts, they don't like graphs. They're just not that interested in that. So if a High I agent goes to list a High C seller's house, it's not going to necessarily occur to the High I agent that they need to bring lots of data, because it's not how they roll. But if they don't adapt to that seller and bring data, that seller probably won't list.

So I want you to think about it this way: It would be almost like you go to a listing appointment or you're meeting with a buyer, and they're speaking Spanish and you're speaking French. You might be able to bridge the gap and put it together, but the odds are not likely, because when you cannot communicate effectively, you're probably not going to convert the client. So, some cases, it'll be fine, because they're just like you, or they're in a style close to yours that you're comfortable with. So in about 50% you'll find two styles you match with pretty well, and two styles that are almost like your kryptonite, you don't match well with them.

So how do we put all this together easily, without overwhelming ourselves? Well, I'm going to give you some really simple steps, and then I'll open it up for your questions in about 5-10 minutes. Step number one – just mirror and match their rate of speech. That's a good place to start. If they talk fast, talk fast. If they talk slow, slow down. Listen to key words that they use and sprinkle those into your conversation. If they say, "Everything is cool", once in a while you're going to sprinkle that in. So, start with mirroring and matching.

Maintain eye contact – so important. Sometimes when sales people get nervous, they look down, they look away, they shuffle papers. Look them in the eye, be completely focused on them. Ask great questions, and cheerfully listen to their answers. So, mirror and match their rate of speech, maintain eye contact, ask great questions about things that are important to them. Listen, take notes, and be mindful not to step on the end of their sentence. Here's what I mean. You ask them...

How are you feeling about this move?

Well, my husband is excited, but I'm so worried, because we got the five kids...

Oh, I know. It must be hard to move with five kids.

That's stepping on the end. People don't like that, and within two or three times of doing that, they'll just clam up and stop talking. So, just common sense, basic practices to communicate.

But now, how do we identify their personality style? Well, one easy way – ask them what they do for a living, because in some cases it's going to be a dead giveaway. Other cases, not as easy; but it's a good place to start. Let me throw this out there for you guys. You can kind of test yourself here. If somebody is a rocket scientist, what high

style are they likely to be? Probably High C, right? Analytical. You could not be a rocket scientist if you weren't a High C. If they are the CEO of a corporation, what style are they likely to be? Typically High D. Now, they may have a good measure of Higher C thrown in, because that's an interesting and common combo – business owners would be a Higher D and C personality. But probably High D.

What if they were a teacher? What if you said, "What do you do for a living?" "Oh, I work at the high school." You might they're probably a High C. But then ask them though what they teach there. "Oh, I run the Drama department." Well, guys, they're not a High C then. They're probably a High I, because High I are very creative. Or they might say, "I'm at the student guidance counselor." Odds are there, they're going to be a Higher S. So see, sometimes their career will give them away, so that's one piece of the puzzle – you ask that question.

Next thing you do, you listen to how they speak. They all speak a different language. So, here are the cues for a High D. They're going to be short sentences, very direct, even as I said, a little harsh. And they're going to say things like, "Give me the bottom line", "Cut to the chase", "I just want to get to the point", "Be direct!" Only a High D speaks that way.

So what if they're a High I? High Is talk more. Now, not as much necessarily as the lady that came to my house for dinner, but High Is talk more, they use more words. They're also very dramatic in their speech; it's called "grandiose language". So, for an example, a High I would say things like...

I am so stressed out, I am just out of my mind with the stress of this move. It is just ridiculous that my husband expects me to pack up the five kids and be out of here in 60 days. Oh my gosh, this is a disaster. Sky is falling!

That's a High I. Only a High I talks that way. How would I know a High S? Very soft-spoken, very calm, maybe even a little bit timid. They're going to be very concerned about others...

You know, I'd love for you to come over at 6 p.m. to talk about listing our home, but I hope that's not too late for you. I wouldn't want to interrupt your family dinner.

Or...

I'm so worried that my kids will be happy in this move and I just need to make sure this isn't too stressful.

That's how a High S speaks. It's going to be about others, and needing approval and making sure everyone's taken care of. High C – they're going to say...

I want to see your track record. I'm going to want to see data on the market. I want to know what I'm going to net.

Numbers, numbers, numbers, numbers. Only a High C speaks that way. So if you're mirroring and matching, doing everything you can to get in their zone, then you're looking at what they do for a living, then you're listening to how they speak. Now when you go to their home, you're going to get more cues and clues.

So, perfect example – my husband is a High C. If you came to our house and you looked at his garage, you would probably say, "Where's the stuff that goes in a garage?" Everything's in a cabinet, everything's labeled. He sweeps and hoses out every Saturday. Every picture is hung straight. But that's a High C personality. If you walk into the garage of a high I, it's probably a mess, because they don't care. They throw stuff down and move on: "I'm too busy with my life."

Now, I'm not saying it's a perfect science, but remember, you're like a detective. You're looking for the clues. You're looking for the pieces of the puzzle to put it all together and get a lock. Now, if you walk in their home and the walls are painted bright colors and they have the super wild abstract artwork everywhere – that's probably the home of a High I.

Then you look at how they're dressed. A High D will be dressed usually in very conservative style, potentially dark

colors, but with a little bit of edge, a little bit of flair. A High I would probably be very colourful, very trendy. A High S will be very muted; kind of Gap or J. Crew or Ralph Lauren; very subdued. Don't like to draw attention to themselves and their dress. And a High C – little bit like the High D, but even more conservative. Very neutral, very buttoned up. If they have a beard, they probably trim their beard with a ruler. It's all perfect. Very buttoned up.

So, now I asked what they did for a living, I listened to their language, I'm looking at their home, I'm looking at how they're dressed. Now a picture is starting to come together. So now I know I have a High C here. I need to adapt, even though I don't want to, even though numbers like that are boring to me. But if I don't speak his language, if I don't give him what he needs, he's not going to choose me.

So, when you're first starting to take this in, it sounds hard, but the truth is, the more you practice, the easier it gets. When my kids were little, I taught them the personality styles, because I wanted them to be successful in business and know how to adapt to people. And we would make a game that we'd go out to dinner or different places that we might be, and I would ask them....

Looking at that person, how they're dressed, how they speak – what personality style do you think is their high style?

So now they just naturally look at that and assess that, because it's just become part of the pattern of trying to understand people. Now, just before I open the line here – last thought and then we'll do Q&A. If you've had the thought in your mind...

Well, isn't that phony, isn't that manipulative? Shouldn't you just be who you are?

I want you to think about it like this: We don't travel far distances a lot because like you guys, I work a lot and I love it. But we decided that when our girls graduated from high school, we wanted to take them to Paris. So, I said to them I've often heard that French people don't necessarily love Americans. And I'm not sure if that's true, but we're going to do our best to connect. So, we're going to learn a few words in French, some basic things. We're going to be very polite, we're going to say "Thank you" a lot, we're going to smile, and we're going to be good tourists. And we're going to see does that change our experience.

So we did all that – we practiced a few words and we tried to connect as best we could. And we had a great experience; everybody was friendly. Maybe that would have happened anyhow, but you see, guys, that's not being manipulative; that's just putting our own preference, our own ego aside and saying, "How do I reach that person in a way that's good for them?"

The old book, Dale Carnegie, *How to Win Friends and Influence People* is a classic for a reason. Wo I want you to think about, what is the most valuable commodity as a salesperson you can possess? And it's really your sales versatility – to adapt to the age, the culture, the generation, and the personality style. And we'll dive into some more of those on a future call, because this really is the fine art of selling. Which, by the way, on the Inner Circle, under the "Training" tab, you'll find *The New Art of Selling for Real Estate*. And I go a little deeper into some of this persuasive selling technique.

So what I want to do is just invite anyone who's on with us if you'd like to open your line to ask a question, or even if you have, let's call it a challenging case study, where you might want to run by me what is their personality style – feel free, guys. Go ahead. So it's *7, if you'd like to open your line to ask a question. So, * 7. Now, I also want to be sure you all – I think you do – have my email. Sometimes I know you're shy or prefer to ask your question offline. If so, just email me – debbiedegrote@gmail.com. That's my personal and private email – debbiedegrote@gmail.com.

So I encourage you, number one – go into your Inner Circle today. So maybe at the end of our conversation in the next few minutes, go into the Inner Circle, because it's been redeveloped and redesigned for you to make it even easier to find the things that you need. If you go to the trainings, you'll see *The New Art of Persuasion*. If this is a topic that interests you, we have a little bit more for you there. And remember, now under the new face of the Inner Circle, every training is available upon demand and you can binge-watch if you choose. You don't have to ask Samantha to turn that on for you.

And then in between the two calls a month that Pete will do with all of you, if you have questions for Pete, it's easy to get a hold of Pete. Just pmitchellCEO@gmail.com. Or you can just go right to the Inner Circle and there's a support ticket, and just write your questions or ask for any help that you need. And because we're doing these calls now four times a month – two with me, two with Pete – our schedule will always be Tuesdays at 10 Pacific. I will always have, and so will Pete, about a 15 to 20-minute training topic for you; then we'll invite you to ask any questions that you have; and then we'll let you get on with your day. So, the calls are going to probably run on average about 30 to 40 minutes, but if you have questions, we'll stay on with you for a full hour, just to handle all the questions that you guys might have.

So again, I know we have everyone adapting today to the new call schedule, so I think we have a pretty small group today. If you have a question though, *7 – go ahead and hit that now. And if not, just go ahead and email me.

Andrea: Hi Debbie!

Debbie: Hey! How are you? Go right ahead. Is that Carol?

Andrea: Hi. This is Andrea.

Debbie: Oh hi! It sounded a little bit like Carol. I can recognize voices pretty good, usually. Alright, go right ahead, Andrea. Fire away.

Andrea: Okay. I'm out here in California. And when you were going over the personalities, I was like, "I should've talked to Debbie a little while ago." I have a client and she's driving me a little bit crazy, because I give her information, but she always seems so nervous and she texts me again and asks me, "Where are we with this and where are with that?" I'm really organized and I give her the schedule, "We can do a walk-through on this day, because the loan officer said this is when things are happening." But then she'll still call me late at night, "Is everything blowing up? Is this not going to work?" I feel like she doesn't trust me, so I don't know how to manage her, that I don't really understand where she's coming from with the worry.

Debbie: So let's look at the puzzle here. So first of all, Andrea, have you taken your DISC assessment?

Andrea: No, I haven't, but I kind of feel like I know I'm down to the point, driver, "Let's move on with things." I know my personality.

Debbie: Yeah, listening to you talk, I suspect you're probably pretty classic DI personality. So, the I in you would tend to be a little impatient, a little bit, "Let me just tell you..." And the D too, "Here's what I told you, and here's what you need to know." But I think if I'm hearing you correctly you're giving her this also in writing. Did I hear you correctly?

Andrea: Yes, I give it in writing too. I mostly like to give her the details in writing. That's how I do it.

Debbie: Good. So, if you had to guess, what style do you think is her high style?

Andrea: I think she is an I.

Debbie: Okay. And maybe so, because Higher Is can tend to be very emotional. It's not in a boohoo, crying kind of way, but just a lot of drama, like, "Oh my God! Sky is falling!" That kind of drama. What does she do for a living?

Andrea: She's a nurse in the NICU. She works with babies, preemies.

Debbie: Okay, got it. And then, if you look at her house, her car, how she dresses, based on what we just said, does she fit that High I personality of more crazy, creative, bright, colourful, or is she more conservative?

Andrea: No, she's got crystals in her house and everything's decorated really [27:10 inaudible]. Really loving type of stuff in her house.

Debbie: Okay, so probably a Higher IS. So, the High I is great with people, but they're not necessarily the kissy-huggy, loving, "Have you had your hug today" kind of people. So, she's probably got some pretty good measure of S in there. So the next thing I would look at then as a High I – they're kind of selective listeners. So, she's not paying attention when you tell her these things. That's part of the issue. And if you're texting it and emailing it...

And I'm not blaming this on you; I'm just saying it's in a way a disjointed communication, like she just kind of skims it and forget about it until the next moment where the question pops up in her mind again, probably. High S people also have a very difficult time making a decision. They get really stuck in the weeds of decisions. And so, this is a lot for her to process. And I'm thinking as a nurse for babies she's more Higher S than I. I think it's a combo, but I think she's probably going to be more S and C, because she'd have to be fairly analytical.

When you do your DISC, you'll see the adaptive style. So guys, remember, when you look at your DISC assessment, the colored bar is your natural style; the gray bar is your adaptive style. So for an example, I'm a 60I, but when I am under pressure, being watched or observed, which would be like me being on stage, my I goes up dramatically. So, she's under pressure right now; that's why you might be seeing more of that emotional side popping than is normal for her.

Andrea: Okay, makes sense.

Debbie: So what I would probably do with her is write out on a piece of paper the timeline, the due dates, the flow of everything that's going to happen. And I'd probably sit down with her and say...

I'm worried about you. You are really creating a lot of stress for yourself, and I've got this. I'm going to help you through.

And for that S in her that's probably there, she needs reassurance...

This is the right thing to do. It's all going to be okay, and I am here for you every step of the way. And to make you feel more comfortable, I created a little chart here of our timelines and what's next, everything that's going to happen. I want to go over it with you now and then I want you to put it on the fridge and check it off as we go, because it's going to be fine.

Now, if you do all of that, guys, with your tough people and it's kind of like nothing you do works at all... And I'm not being disrespectful to her, because I'm not judging her. I don't know her. But once in a while we're just going to meet somebody... Well, let me put it this way, a nicer way: There are more nuts in the world than there are squirrels to eat them. And once in a while you're going to meet a nut. And that's the fifth personality style. (Laughing.)

But often if you haven't bought or sold a home for a while yourself, I think it's very easy for us to lose touch with how stressful and frightening it is for people, and become a little impatient with that. And that's why we know they're going to be actually at their very worst in the middle of a real estate transaction. Haven't you guys noticed that, where it's kind of like Dr. Jekyll and Mr. Hyde? It's like...

I thought this was a really nice person and now they're just going crazy on me.

They can't handle the pressure. So, if we can give them what they need instead of what we want to tell them, but give them what they need to make them feel calm and comfortable – now we can chill that down a little bit. May not fix it completely, but at least we're going to have less meltdown moments potentially. Does that kind of makes sense?

Andrea: No, that's really good. That's really good.

Debbie: What I would also encourage you guys to do, especially on the [Excellum.com](http://ExcellumInnerCircle.com) – the main website out there that's for the public to access – give that to your friends, your family, tell them to go to "Free Resources". The DISC assessment will pop down as a free resource. Tell them to go ahead and take it. It'll send it right to their email. As you know if you've taken it, you guys, that you get the report within a minute or two – 25 pages. And tell them to

show it to you, and discuss it with them, because I find what's helpful when you have people in your life, and let's say your uncle Fred is a super High I, and you review his report with him, and now you meet a client, you're like...

Oh, he acts just like my uncle Fred. Just exactly like my uncle Fred. He's got to be a High I.

See, the more time you spend paying attention to it, the easier it becomes. But you've got to start with taking your own DISC assessment and understanding you. Again, there's no right or wrong, there is nobody's assessment that's better than another, there's no high style that's better than another. It's just who we are.

My strengths as a 99D – I am all about action, get it done, make it happen fast, move on with things. But my weakness is, I'm impatient, and I'm too blunt, and I could be too harsh. So there's the yin and the yang – we all have our good and our bad side. But when we know ourselves, we can watch ourselves. You know what I really wanted to say to that lady at my house? I really wanted to say...

Honey, you talk too much. You're driving me crazy. You're probably driving everybody crazy that you meet. I can tell by the look on your husband's face, you're driving him crazy. Stop it.

But I didn't, of course, because that would be super rude, right? So instead, I just won't invite her back again. I really personally don't ever care if I see her again or not. That's pretty crazy, right?

A great agent said to me the other day...

Debbie, now that I understand the whole thing about personality styles, I realize how I've been so annoying to those around me.

Kind of funny. Alright, so any other questions, guys? *7 if you want to open your line and ask a question. And remember, this is going to be recorded, it's going to be transcribed, will be posted for you. Make sure you go check out the Inner Circle today – all new look and feel, very easy to find what you need, new things added to it. And then, what else was I going to tell you guys? One more thing. Oh shoot, something important. It'll come back to me; about a new resource. I can't even remember what it is right now, but it'll come back to me.

And those of you who missed the event in Newport Beach, we're going to have some takeaways from that, and a couple of cool things, and that will be in the May magazine of the Inner Circle. Oh, I know what it was! This is what's important – lots of great referrals have been happening from our referral network that's there for you on the Inner Circle. But many, many, many have not registered themselves. So, please take a moment today when you go into the Inner Circle and go to the "Referral Network" – just hit that tab, put yourself in there, register, so that our other great Inner Circle members can find you. There are no fees. I don't collect fees for that. That's just my way of making it easy for you guys to get connected to each other.

Okay guys, so one last call for questions. So remember, we're going to do this the first and third Tuesday at 10 a.m. Pacific will be Pete – tools, tech, and questions you have for him on marketing. And then the second and fourth Tuesday will be me. We're going to talk about a sales skill, a sales strategy, something happening in the shifting market. And then you're welcome to bring any questions to the call for me. The questions do not have to be on the topic that we're discussing. So you're more than welcome to bring your questions. Alright guys, thanks for being with us today, and let's go make some money! Alright guys, have a great day! Bye bye!