



GROUP
Coaching Calls

Gus: Good morning everybody, and welcome to the call. My name is Gus Alba. I'm one of the coaches here with Forward Coaching. And I want to welcome you to today's lesson, or subject matter, I should say. That's the teacher coming out in me. We're going to look at something that is one of the fundamentals of our business – in fact, in any sales career – and that is prospecting. Now you might say, "Well, I kind of know the cadence. I deal with it accordingly." Well, today we're going to take a little different approach and have you take a look at something that might make a change in your approach in so many different ways – action-wise, results-wise, but most importantly in a psychological fashion. You might say, "What does that mean?" Well, let me share with you our topic today. It's called the fear of prospecting and self-promotion.

So, I'd like to start off this morning with a few questions and I'd like you to just kind of write your own answers down. By the way, there is a chat box available. Should you have any questions as we go through this, by all means, send them to me and I'll do my best to answer them during our time.

So, here's the first question: How do you feel about prospecting? What part scares you the most? What prevents you from being consistent? And if prospecting is so important, what can we do to make it work for you instead of against you? You see, folks, many years ago I was fortunate enough to take a program, and I'm certified to do this call – the fear of self-promotion and prospecting. And I want to add some other things to this. And again, I'm going to give you the overview in just a minute.

Sometimes what we will say to ourselves when it comes to prospecting is the following: "I don't know who to call. I don't know what to say." And sometimes, maybe all the time, we allow other things masked as important activities to get in the way. So, what I'd like you to do if you have available either on your iPad or notepad and pen – we're going to draw some illustrations, just to kind of set the tone for our call today. On the far left, I'd like you to write the word "prospecting". And then I'd like you to draw an arrow to the right. Next, write the term "pipeline of leads". Now draw another arrow to the right and write in "set appointments". And one last arrow to the right, and end with "contracts". So again, prospecting leads to building a pipeline of leads, which in turn gives us appointments, which allows us to write contracts.

Now, here's what I've known over the last 44 years of being a licensed realtor and coach. We tend to place emphasis, as we're probably told, on getting as many contracts written as possible. There's nothing wrong with that. However, we have to understand that it's a byproduct of the other three. Now, of those other three – prospecting, getting leads into our pipeline, setting appointments – which of those three do you think is really the most critical? The answer is pipeline of leads. You see, you can't set the appointments without the leads. Furthermore, you can't have any leads unless you go out and search for them. So, today we're going to take a look at something that I'm going to ask you to be non-judgmental and keep an open mind to it.

See, the one thing that overrides potential success is our disrespect for the essential fundamental of prospecting – talking to people. Now, many of us today take advantage of technology, and there's nothing wrong with that. But I think it kind of erodes our commitment to getting out there and talking to people every single day. That has to be a priority. Now, as Debbie has said many times, and you'll hear other people endorse it, the best time of the day to do this is early in the morning, because you're energized, you're refreshed. So, find a way, if you can, to do this within the first 90 minutes of your day, or somewhere very close to that.

Now, question: Did you get into the business because you like looking at houses and talking to people? That's probably what you said to your interviewing broker. Well, now that you're here, what's changed? What fears and anxieties are you holding back? Here are some stats. Did you know that 80% of all salespeople who fail within their first year do so because of insufficient prospecting? And those who prospect, 40% of those folks experience one or more episodes of call reluctance to literally threaten their career. Take a snapshot of where you were when you first began, and your dreams and your expectations, to where you are today.

Folks, today we're going to take an introspective look on how we can minimize, at least neutralize how you feel about prospecting, to let go. Let that giant within go out there and create the results that you know you can get.

So, as we begin, I'd like you to write this term, and we're going to refer back to it during our time together. When you think about prospecting, the way you feel, I want you to write this down: "It's not your fault." Write that down. Again, it's not your fault, the way you feel about prospecting. I have a note here in the chat box. Again, my name is Gus, last name Alba, one of the senior coaches here at Forward Coaching. So, when we say it's not our fault, let's take a look at that a little deeper. You see, folks, we have to balance two things. We have to balance something called self-promotion. Are you a natural self-promoter, or could you possibly without intentionally being, an unethical self-promoter? So let's take a look at the two. As we go through this, write some notes down. I'll try to be a little labored, so that you can get the notes down. So here we go.

A natural self-promoter instinctively understands the need to let their light shine. They just have this instinct; they want to let people know. Those of you that are High Is, we're talking about you. Now, what are three key behaviors to a natural self-promoter? Please write this down: Number one – positioning. The definition – being in the right place at the right time. Now, as we translate that into our business, that speaks to the type of prospecting source that you go after, something you're aligned with. So, you might see somebody who's a little bit more, shall we say, quiet, a little bit more methodical. They're not going to go after expired listings, but they could do extremely well managing their technology. Now, by contrast, somebody who is a High I is somebody that would be perfect in a social setting. They like to talk to people. Which of those do you go after? So, positioning – number one.

The next focus is style. Now, style says, what sets you apart from the rest of the crowd? We call that branding. So, how does your marketplace know you? What's unique about your brand, your message? What makes you stand out?

And finally, consistency. Staying in the spotlight. It's just kind of a way of life. When you reflect on how you broadcast to your sphere of influence, your database, your raving fans, past clients – take a pulse. How often do you connect with them? You do it quarterly, once or twice a year? Should you be doing it every month in the form of email, text, Facebook, other social media platforms, hard copy marketing pieces? To what degree are you keeping in touch with these folks?

Now, a footnote – and you've heard this said before – we live in an industrial world today. We live in a place where we're now constantly under attack by what we refer to as the "disruptors", the social media platforms that are going after your clients. Yes, even those who are joined to you at the hip for 20,25 years. They're being bombarded with messaging to go to these different platforms where they can get discounts. And it's happening, folks, so you need to protect your flock, as I call it. So again, in summary –

natural self-promoters are very keen on position, style, and consistency.

Now let's take a look at the unethical self-promoters. And again, it may not be you; maybe you know people like this. But for the record, compulsive name-droppers; talking long term and thinking short term; simplistic, manipulative techniques to gain advantage: "Well, I'll do it for 4%"; claiming expertise in unrealistic numbers in all fields. So, kind of a know-it-all. Now, I'm sure that's not you. But then again, you have to appreciate that that in some cases is your competition.

So, to validate this, let's take what we refer to as an "ethical prospecting test". What I want you to do is I want you to write "Yes", "No", or "Maybe" to the following questions; and there are a total of eight questions. Here we go.

Do others stand the benefit from your prospecting tactics? Yes, no, maybe.

Do your prospecting tactics have a positive influence on your own wellbeing and self-esteem?

Would you approve of another salesperson use the same prospecting tactics on you or a member of your immediate family?

Do your prospecting tactics really help improve you closing on short and long-term goals?

Are your prospecting tactics legal?

Would people in general approve of you and how you prospect for new business?

Are your prospecting tactics good business?

And finally, do your prospecting tactics feel right?

Now, look at your scores. If you scored "Yes" on everything, then yes, you are what we refer to as a "natural self-promoter". However, if you've got a couple of "Maybes", maybe a "No", then again, folks, that's what we need to focus on. Remember, all us come into this business with integrity, with goodwill, with honesty, but sometimes we get intimidated by some of the things that are occurring.

So, really comes down to this. I'd like you to write this down because this is the essence of our time today. We're going to take a look at two ways to promote. The first one is called the "impostor"; the second one is "call reluctance". So, impostor versus call reluctance. Let me share with you the foundation for call reluctance – it's behavior patterns. So, when you are going to, say, go door-knock, and you get up to the front door. And we'll talk about some of the physiological things that can occur, but bottom line, do you find yourself sometimes in a "flight or fight" mood? Well, the patterns of call reluctance are escape and avoidance: "I'd rather be doing something else instead of this." Remember we said earlier, maybe I don't know what to say, maybe I don't know what to do, maybe I don't know who to call. When you are put in that position, these behaviors will kick in.

So, three behavioral elements to consider when you think about escape and avoidance. They're driven by one of the following. Number one – your thoughts. Number two – your feelings. And number three – your actions. Thoughts might be something like...

Why am I at this front door? I really don't know if I know how to do this. What if they ask me a question and I don't know the answer?

There you go. It blocks you. Feelings...

I'm really not feeling good about this right now. I don't like it when people knock on my door.

Maybe I should just leave. I'm not feeling good about this.

And finally, actions...

What if I don't know how to address? How do I go about calling an Expired? What do I say?
What do I do?

Again, all of these things tend to do a loop, a tape in our heads, and we simply don't know what to do. So in that case, we just shut it down; we escape and we avoid until the day after, and the day after, and the day after. And you know what I'm talking about.

So, how do we learn these behaviors? First of all, instincts. Are we born with it? Maybe, maybe not. Mimicking; discovering these patterns on your own, passive; observing others and finding out, watching what happens to them; education and training from a well-intentioned broker or a manager or a speaker. And finally synthesizing – taking all four of those and blending them together. And you can see that this could be a disaster, a recipe for disaster.

So, let's further this. Where can this come from? What is call reluctance? What are what I refer to as the "contaminators"? Again, to expand on our previous points, I'd like you to write the word "virus". Call reluctance is a virus. So, here are some things to consider. Maybe it was a traumatic selling experience. You went in and you got shot down and you say to yourself, "I'm never going to talk to another For Sale By Owner as long as I live." Could it be a sales trainer, somebody well-intentioned, but they're speaking from their perspective and maybe, just maybe, they've never sold anything in their life. They've done a lot of reading and they try to convey that to us. Maybe it's sales managers.

Now, there is a tremendous amount of great sales managers, leaders in our industry, but by and large, a lot of times what'll happen, sales managers are picked from the group of agents that maybe didn't have as much success. And I'm not saying that's you and your leader; I'm just saying that whatever they espouse to us, we adopt. Outside consultants, others that we hang around within the office, who are also possibly suffering from call reluctance; sales programs, company policy and procedures, formal education. And here's a big one – family and friends. Well-intentioned, but maybe many, many years ago, in adolescence, you were taught the message, "Don't ask for things. It's impolite."

So, call reluctance is a virus. However, it could be that you may not have call reluctance, but maybe that you're an impostor. And that's a pretty stark word, but let me explain. Low prospecting activity means you could have call reluctance, but it doesn't mean that you do. The first thing we need to test is to see if in fact you are a prospecting impostor. Here are the three essentials to consider to see if really in fact you are an impostor. Here we are.

Number one – motivation. And to the right of that term, I'd like you to write the word "physical". Physical motivation. Number two – goal; your goal. And finally, number three – goal-obstructive feelings. So again – motivation, goal, goal-obstructive feelings. So, here's what I'd like you to do: In your own way, I'd like you to draw an illustration of an electrical outlet, the one you find in your home, and to the right of that, draw your own version of a television set. So on the left, an outlet. To the right, a TV. Now, between the two, I want you to draw an arrow from the outlet to the TV. And underneath that I'd like you to write the word "cord".

You get the idea – you plug the cord into the outlet and the TV set turns on. The electrical outlet, ladies and gentlemen, represents the motivation; the physical motivation. The TV represents the goal. Our goal is to light up the television set. Pretty simple, don't you think? However, this being a great analogy of what we're trying to convey is that sometimes, many times, the electricity from the outlet doesn't get to the TV set. It gets stumped, the current gets disturbed, and that's why we can't get the TV set on. Your physical motivation to go out and prospect some way, somehow gets disrupted, to drive the leads, the appointments, and the contracts. Unfortunately, for many of us, we get business by luck or default. There's a better way to do this.

So, here's what I want you to do. We're going to identify the four impostors to see whether or not that's what's stopping you from prospecting. So again, we're going to draw some additional illustrations. And by the way, if you'd like copies of this, send an email to me and I'll send it back out to you. My email address is gus@forwardcoaching.com.

Here we go. The first illustration, I want you to just draw a small "m"; lowercase "m". And draw an arrow to the right and then put a capital "G". Small lowercase "m", to the right a capital "G". This is somebody with low motivation and high goals. All talk, no action...

I'm going to do it. I have great aspirations. Let me put that in my appointment book. I'm going to block my time. I'm going to do this. I'm going to get out there. I'm going to study my scripts.

And then we measure by the end of the week, it didn't get done. Why not? Well, because the physical energy is not there to execute. The physical energy can be tied to a number of things; maybe trying to go out and door-knock late in the afternoon when you're tired when you should be doing it early in the morning. Now, if these things are ramped up, they're motivated by knowing what to say, who to talk to, and what to do in that situation. You can certainly see how that can turn around. The first thing I'd have you take a look at is, take a look at your sustainability to prospect. So, that's the first one – low motivation, high goal. It could be that you're suffering from low physical motivation.

Here's number two. Here's what I'd like you to write down. I want you to draw a large "M" – a capital "M", driven to a small "g". Just the reverse. This is an individual who's got tremendous motivation, lots of physical drive, but very small goals. Some people call that "all dressed up and no place to go". So, here you are chomping at the bit. You want to go out and talk to as many people as you can, but you set your goal for like five a day, or 10 a day. For some of you on this call, do you ever notice when you've completed your goal that you set, you still say to yourself, "What else can I do?" You see, especially for new agents, that has to be rectified. So what do we do? We simply increase the goal. How many more could you do? Now, get the guidance from your manager, your broker or a colleague, to calibrate that a little bit. Let's match the motivation to the goal.

Now, here's number three. I'm going to try to explain how to do this. And again, I'll send you the notes if you want to, but here's what we're going to do. We're going to draw a wheel, and in the center of that wheel, I want you to write a capital "M". Remember, physical energy – a capital "M". And surround it with a lot of capital "Gs" – goal. So, the spoke is the "M", and the outer side of the wheel are all those large "Gs". Now, what does that demonstrate? This is somebody with high motivation and too many goals...

I'm going to go door-knock from 9:00 to 10:00. Then I'm going to go after Expires from 11:00 to

12:00. I'm going to start at 12:30, take a 30-minute lunch break. I'm going to go after For Sale By Owners. I'm going to go after my Facebook leads. Then I'm going to wind up the day, cold calling past clients, my raving fans, my database, and social networking. And if I have a chance, maybe I'll do an open house.

What's the problem? Well, this person has a lot of drive, a lot of physical energy, but they're trying to hit too many targets. Now, let me bring the outlet and the TV analogy back into play. Let's go to the first one – low motivation, high goal. The television is geared to receive 120 Volts. But if you plug it in to something that charges less, that brings out, say, 20 or 50 Volts, you're not going to turn the TV set on. It's an impossibility. It needs to be compatible with the 120 Volts coming out of the wall. If you have a lot of energy, you plug 120 Volts you have right there, and you plug in something that only needs, say, 20-30 Volts to work – what's going to happen is you're going to burn up that appliance. It needs to be compatible – 120 Volts, 120 Volts. But here's my best example – when you have 120 Volts – the motivation, and you're trying to drive five, six, seven television sets from that outlet, what's going to happen? You're going to get very low energy, because 120 Volts now needs to be divided amongst five or six different appliances. You're not going to get the outcome that you want. And maybe, just maybe, that's what the problem is when you think about prospecting.

Let me give you the fourth one. The last one is I have the motivation, I have the goals, they're compatible. So I'm out there door-knocking. I hit 50 doors a day, 50 doors a day, 50 doors a day. But I keep coming back with no results. Now I'm starting to get frustrated. Well, the answer could be what's lacking is guidance and skill, and dare I say, coaching – helping you to take a reflection back on what you've been doing to get better at it.

There was a book that was written many years ago by a fighter pilot. And what he did in the book, he identified the four steps that every fighter pilot has to go through when they go on a mission. And I want to share that with you today because it's applicable. The first thing they'll do is they'll plan the mission from what they see. The second thing they'll do is they'll brief the mission with their squadron leader. In this case, it could be your coach, your manager, or your broker. So we plan the execution, we brief, and now, step number three is we execute the plan just as we agreed to.

So, maybe it's an open house. You plan your open house, you go to your superior, or your manager, your coach, maybe a colleague and say, "Would you take a look at this and see if it works?" Maybe they give you some thoughts, some ideas. So now you go and you execute the plan. At the very end, step number four is to debrief what happened. And you do it immediately. You don't wait till the next day or two days later. You debrief right now. That's what fighter pilots do. Why do they do that? Because they're looking for that extra edge to get better and better. If you happen to be somebody that has the drive, has the goal, but are not getting the results, then maybe the missing link, there's a little bit of coaching and guidance to get you on your way.

So, what do you think? Could one of these four be what's keeping you from the results that you want? Again, it's called the "impostor". Maybe if you can get that squared away, then you're not suffering from call reluctance. Now, for those of us that say...

Well, no, that's not me. I still get this feeling in my gut. When I go out and try to prospect, something is stopping me and I go through escape or avoidance.

Ladies and gentlemen, that's the next piece. The next piece we call "call reluctance". So let's take a look

at this. The notion that call reluctance is a single condition is nonsense and has been discredited. Believe it or not, there are 12 different types, and probably more that had been identified. The salesperson is an individual who has the will and discipline to make the calls when necessary, but who has been trained so well that she or he never has to. Interesting. Again, I want to make the point that today we live in a world of technology. I get that. Many studies show that, for example, if you're getting leads from a lead company, the conversion rate is somewhere between 1% and 2% if we're lucky. But that's supported by a 24-hour, seven day a week monitoring to get those leads. I'm not saying it's wrong; I'm just saying that if you're not getting the results, let's take a look at what you could be doing to increase your ratio of success.

So I'm going to give you these 12 different what I call "viruses" that could be stopping you from getting to the top of the mountain and getting the results you want. As we go through this, I'm going to give you the term and then a definition. And then when we're finished, I want you to go back through that list and see if you can find yourself. So, here we go. First of all, doomsayer. This is somebody that worries about taking social risks...

What if that happens? What if this happens? What if I see this and it doesn't go that way? If they ask me a question, what do I do? What, what, what? What do I do?

You can see how this person is just burdened with such heavy weight that they just keep thinking the negative outcome. Here's number two – the overpreparer. This is somebody who overanalyzes and underperforms...

Well, I've got a listing appointment tonight. I've got to make sure it's just right, so I've got to review my scripts, my marketing pieces, I've got to make sure that I can review this with my manager. I want to get there on time. I want to be sure I don't forget anything. Do I have the right suit?

All they do is they consume their day focused on that. And yes, sometimes the appointment gets canceled or rescheduled. Now, the person rationalizes and says it was a good use of time. Okay, true. But maybe one of your past clients just responded to a Zillow reachout and now they're thinking about listing their house through Zillow. You see? That could be the person who in the DISC profile is a High C. I'm not saying it's wrong; I'm just saying recognize that this virus could be there.

Here's number three. Number three is called the "hyper pro". This is a realtor who believes that people should call them instead of they call them. I said that incorrectly. We should be calling our sphere of influence, but our belief system is...

They know who I am. They know where to find me. They call me.

And that's deadly, particularly today. The question really becomes though, where did they get that message? And that's what we're going to explore in just a little bit. Here's number four. Number four is called "stage fright". Now, this factors in if you happen to be the sort that does give seminars, maybe first-time home buyer seminars or something along those lines. Maybe you're hosting an event and it's something that you're not comfortable with. The question really becomes, where did you learn that stage fright was bad?

Number five is called “role rejection”. Being ashamed of being a salesperson. At a social event, say a party, you engage some new people. A friend of yours introduces you to some of their friends. And the question comes up and they say to you, “What do you do for a living?” And you say something like this: “Well, I used to be a teacher, but now I’m in real estate.” Hmm, interesting. Why would you say that?

Number six is called the “yielder”, like yield to the right of way. And this is the number one virus for salespeople in any industry – the fear of intruding on others. Not asking for referrals, door-knocking in the afternoon: “Well, maybe they’re involved in something, maybe they’re watching a soap opera”; calling at 7:00: “Maybe they’re having dinner. I don’t want to intrude.” Door-knocking: “I don’t like it when people door-knock on me.” The fear of intrusion, ladies and gentlemen, is real.

Here’s number seven. Number seven is called “social self-consciousness”. I know that’s a big term. Social self-consciousness. Here’s the definition. These are people, these are agents that are intimidated by upscale clients. They just have this fear. They may even know people that live in expensive areas. They’re friends of theirs, but they won’t ask for the business. Why? Because they don’t see themselves at that level. So what do they do? They just shut down, and they swallow hard when they find out that that listing goes to somebody else.

Now, there’s a flip side to this as well. Maybe you’ve been in the business for quite some time and you’ve developed a very, very healthy business. And somebody comes to you and says, “We’re thinking about buying our first home.” And you refer it out. Why do you refer it out? Well, you have set a bar in your own mind that you only work with repeat clients, you don’t work with the upstarts. Wow. Could that be dangerous? Social self-consciousness.

Here’s the next one. It’s called the “separationist”. This is somebody who fears losing their friends. They perceive in their mind that by asking friends for business, they’re going to create a chasm in their relationship, that their friends may feel like they’re being used. And that belief sometimes, ladies and gentlemen, can be so real it can negate an opportunity to build your business. It is a fact that if you focus on family, friends, social gathering, people that know you, raving fans – done correctly, 70% of your business can come from that source alone for the rest of your career. I was on the phone with somebody yesterday, one of my clients, who does, gosh, \$30-\$35 million a year, and 90% of their business comes from repeat business. Think about the power of that.

Alright, here’s the next one – “emotionally emancipated”. Who are these folks? It’s the fear of losing family approval. These are agents who have created a law in their world, in their mind: “I will never do business with family. I don’t want to jeopardize the relationship.” Sometimes I’ve had agents tell me they even hear a voice from the grave that says...

We paid a lot of money to get you through college, and now you’re going into selling? You know that selling is bad. Those people are manipulators. Why are you doing this to our family? You’re fracturing our family crushed.

I’m not kidding about this, folks. That can be real. Could it be you?

Next, telephobia. And yes, you’ve already guessed – these are people that don’t like using the telephone to generate business. And finally, which is a small one, but I’m going to put it out on the table, called “oppositional reflex”. Now, where does that play into the fear of prospecting? These are people that

won't take advice. They figure that they can do it on their own. They'll figure a way out of this hole and get themselves to where they want to be. In the meantime, they're expending a lot of energy and to a point they'll get to a place where they just accept what they have. And they're destined to just be an average or below average agent.

So, let me go through the list one more time, and what I want you to do is I want you to find yourself. Which one of these can you relate to? Number one – doomsayer. Number two – overpreparer. Number three – hyper pro – people should be calling you, instead of the other way around. Number four – stage fright. Number five – role rejection: “I used to be a teacher, but now I'm a realtor.” Number six – yielder – the fear of intrusion. Number seven – social self-consciousness – doing business with the upscale market. Number eight – separationist – the fear of losing friends. Number nine – the emotionally emancipated – the fear of losing family approval. Number 10 – referral aversion. I skipped that one, I believe. Telephobia, and oppositional reflex.

Number 10 is a big one. Why did I forget this one? Write it down. It's called “referral aversion” – the fear of disturbing existing and client relationships. Think about it for a moment. You've just completed a transaction with a family, who absolutely appreciates everything that you've done. They want to shout from the mountain. Yet, we simply don't ask them for repeat business. Once again, what drives that emotion? We don't want to be seen as users. In some crazy fashion, that's what goes through our mind. From their point of view, they're probably saying to themselves...

How come Gus doesn't ask us to help him? Your sister and her husband are moving here from Oklahoma. Gus would absolutely be able to help them, but I guess he must be too busy, so let's call somebody else.

If you don't think that's real, you've got another thing coming. So folks, which one of those happens to be you? We all have one, many of us have two. But for today we're going to talk about one. So, pick it, and now we're going to figure out a way to get at least neutralized, maybe get rid of.

Now what we're going to do is we're going to take a look at how to neutralize or eliminate the feeling. Remember what I said earlier today – it's not your fault that you feel this way. You received this feeling, this belief from others, either active or passive. Yet, we can all concur that if I could turn this around, my business would explode. So that's what we're going to end with today. We're going to give you something called a “prescription”. You have a virus, we have to give you a prescription. So let's go ahead and do that. I'm going to give you two today. Remember, reach out to me and I'll give you the notes so you can follow this through. I'm going to verbalize this, obviously, and if you don't catch it, that's fine. Send me the email, I'll get it to you.

But here we go. The first one we're going to take a look at is called “word-based”. What can I do to minimize or remove my feelings, my thoughts, my actions that are preventing me from being who I can be? Word-based. And we're going to use something called “clearing questions”. Now, a little bit of a setup to this. It's been said that the mind is an incredible machine. And specifically, I want to point to this: Whenever your brain has to choose between pain and pleasure, it'll always look to the more intensity of either one. It'll look for the more intensity of either one. For example, let me give you a scenario.

Have you ever had a situation where you were at your desk and you have a throbbing headache, and it

becomes your focus; you can't get anything done? So, you get up to go get a glass of water and take an aspirin for it. But when you do that, you bang your kneecap into the corner of your desk. Ever happen? Yeah. Which is more intense in that moment – your headache or your knee? For many of us, it shifts to the knee. Why? Because in that moment it became the more intense pain.

Conversely with pleasure. You may be sitting there thinking to yourself, "Well, you know, I've got to pay..." That was probably not a good example. I just see this outfit, this garment that I really want to buy. And I look at it and go, "Well, it did say that it was \$100." But now you flip over the tag and you realize it's only \$59.95. In that moment, you go from pleasure purchasing, to intense pleasure. The price is lower! So, the point is, your brain will always focus on the more intense pain or pleasure. And that's what we're going to do as we take a look at these three clearing questions.

Remember, your brain is a magnificent machine. So, here we go with the first question. Again, I'll go slow so you can write it down, but again, you can ask for my notes. Question number one: Where's the proof this has to be a frightening prospecting situation? Write that down. Where's the proof this has to be a frightening prospecting situation? Show it to me now. Then you make a bold statement: Show it to me now.

Now there's another piece to your brain that we should recognize, and that is whenever it's challenged to prove something, it will go back into the annals of your life, looking for an answer to prove it. Where's the proof this has to be a frightening prospecting situation? Show it to me now. So, you're getting ready to make a phone call to a For Sale By Owner. "Where is the proof this has to be a frightening situation? Show it to me now." When you give that command, your brain will now go out and try to find the answer. However, in the meantime, you're in a neutral state. Try it, ladies and gentlemen, and you'll find that you don't have that angst, you don't have those weld up fear feelings. At the very least, you're very neutral. You can actually make the call now.

However, that may not be the only time. Maybe you need a second question to reinforce. Here's the second question: Do I have to feel the fear I'm feeling right now in this prospecting situation? Show it to me now. Once again, we're going to give that command to the question. You're directing your brain to go find the proof, the answer. And while it goes off searching for the answer in your memory bank, it has loosened up the intensity of the fear and now you're neutral and now you can place the call. I'm knocking on the door of an expired client; prospect, I should say. Now you might say, "Well, I don't know what to say." Well, if you've been trained to say the right things, such as...

Good morning, my name is Gus with ABC Real Estate. I was stopping by to see if your home is still for sale. Would you like to know the reason why it did not sell?

Now, motivated prospect seller might say to you, "Well, I'm not going to use a realtor anymore." And you say...

That's fine, but wouldn't you like to know what was missing? You see, I've been studying your listing for quite some time and I can tell you precisely why it didn't sell.

You couldn't say that if you were all nervous and fearful. But when that fear comes up and you can say to yourself, "Do I have to feel the fear I'm feeling right now in this prospecting situation? Show it to me now." I say that to myself time and time again as I'm walking up to the door. It abandons me and now I

can move forward.

And here's question number three. If the first two don't kick it in, number three will take care of the problem. And the question is this: Do I have to stay so upset that I cannot make this call while I'm feeling this way? I know that's a little jumpy. Let me say it again. Do I have to stay so upset, so fearful that I cannot make the call while I'm feeling this way? See, the key here is, "Do I have to?" You're challenging your brain. "Do I have to stay so upset that I cannot make this call while I'm feeling this way? Show it to me now." Again, the command.

So, I'm going to challenge all of you today – when you go out there to prospect, say this afternoon, tomorrow morning, practice these questions. As you start to feel the anxiety welling up, ask yourself the questions. Watch what happens. Now, this will take time – over a period of five to seven days to indoctrinate, and then from that point on, you may only have to look at the questions and not say them. Now, the ultimate would be a reinforcement where you're actually doing this and you're getting the leads, you're getting the appointments that allow you to convert to contracts. So, that's number one – thought-based.

As we wrap up today, here's the final one, number two. Number two is called "mechanical-based". Now by definition, it happens instantaneously. There is no thought required; it just happens. For some of you listening today, that's you. A High I – that's you. A High D – that's you. You just want it done and get it over with.

So again, I'm going to go back to my analogy of the intensity of pain and pleasure. Do you remember the headache and the banged knee? The more intensity wins out. So, capture that. In the thought-based, mechanical-based approach, all we're going to do is we're going to replace the pain you're feeling in that moment with something a little more intense. It could be if I'm going to talk to a For Sale By Owner. I get out of my car, and let's just say I pinch myself as hard as I can. That pinching will override your feelings, I guarantee you.

Here's another illustration – somewhat silly, but we've all done it. Three o'clock in the morning, you have to go to the restroom. You get up, it's dark. You don't turn the light on because you don't want to disturb your mate, your spouse. You're half groggy as you make your way to the bathroom. You kind of know the lay of the land, but since you're half groggy, you stub your toe onto a chair, and now you're hopping around with one foot. As you're trying to gain your balance, you lose it and you smack the back of your head on the corner of the wall. So now you've got a broken toe, a cracked head, and you're saying to yourself, "All I wanted to do was pee", because your kidneys are hurting.

Here's the question: In that moment, which is more intense in pain – having to pee, a crack on your head, or a broken toe? The answer is, whichever one you feel the most intense pain. And that's what we're going to do here with mechanical-based, no thought required prescription. Here's how it goes. Simply put... And I know this is going to sound crazy, but it works.

I want you to get a very thick rubber band, place it on the wrist that you do not write with. So if you're lefthanded, it goes on your right, and the opposite is true. Now, we're going to snap this rubber band; however, when you snap it, you do it from the top of your wrist. Not the bottom, the top. If you do it from the bottom, there's a probability you'll break a blood vessel, and now you've got a whole different problem. So again, from the top of the wrist. You're just going to take it, and you're going to stretch it

and you're going to let it go. Yeah, that's going to hurt. But remember, the whole idea here is intense pain. Silly, but it works.

So, here are the steps. Step one – you place it on your wrist. Step number two – you sit in a comfortable chair and close your eyes. Step number three – you think about that call reluctance virus, asking for referrals. Every time you become aware of that negative feeling, you feel it, you hear those thoughts in your mind – imagine the whole sky turning to a huge “Stop” sign and then shout, “Stop it! Stop it!” I’m sitting down, I’ve closed my eyes, I envisioned the sky turning into a giant “Stop” sign, stopping me from prospecting. And then just verbalize, “Stop it!” People in the other room are going to think you’re crazy. That’s okay. In that moment you snap the rubber band, and at the same time form a positive mental image. Snap it, and the person has a smile on their face. Snap it, and the person’s saying, “Yes, come in. I am interested in selling my home.” The whole idea here, ladies and gentlemen, is we’re replacing the negative feeling with a positive one. The key driver though, the instrument, is the rubber band.

Now, once you’ve done this several times, you open up your eyes and try to bring back that negative feeling, that negative picture. And at the very least it’ll be gone. It’ll be gone. Now, if your career is worth that much to you, then I suggest that you take these steps we’ve talked about today. Let’s play off the most important characteristic in driving our business. We have to talk to people, there’s no two ways about it. We have to connect. That should be job one every single day. It’s what we call an IPA – an important prospecting activity. Job one. Everything else watersheds from that. You can’t drive this business without fuel. The fuel is your prospecting. The focus is getting as many leads as you can into your pipeline.

So, I hope this has helped. I know it’s a little provocative. I’ve coached agents over the last 35 years on this specific technology, this system, and they’ve turned their business around in many cases within a week to 10 days. So, if it’s worth it to you, I challenge you and I also encourage you. With that, this is Gus Alba with Forward Coaching, and I hope to see you folks, or at least talk in an upcoming session. Take care! Bye bye!