

# Don't Stop Believing – Don't Let Go

*Donna gets fired up when someone lets her go*

When we Come from a spirit of Contribution we can stay focused on them and their reality and their goals – most of the time when we stop its about us – our fears and conclusions – I'll be annoying them, I'll be calling when they don't want to be disturbed, I'll feel – So we let go too soon because we feel we don't have anything of value to add.

Breath all is well.

Remember that coming from contribution is looking seeing and telling the truth.

We know We add a lot of value . Recognize that a smile is valuable! My first coach John Furber

Banks NAR Studies Dave Ramsey

Buyers use us because we help them find the right house, financing, and do the paperwork

So our job is to support them get themselves past the border and to reach their goal of buying or selling. (Note we cant do this for them) This involves getting them to see they have a conclusion and if its not working (selling on their own or expired or looking to buy in our hot seller markets0 that we need to help them look see tell the truth and take authentic action – but they're having trouble at the border and may have a conclusion . Can we have them become more interested in a new conclusion?

When we dig deeper by asking a question we discover their motivations – we lift the fog – we help them to see that their “conclusion” might not be the only one to have and because they have that conclusion (save money by going fsbo, all agents are the same so stay with the same one, etc) they're going down the road with walls erected around us to the left and right that we cant see around, over or under and we cant see through our only option is to head in the direction we concluded we were going – in the fog – and Bam! They meet us (how do they meet us – referral, call, email, newsletter,) and by our contribution, by our questions ,and by our service we help them to see clearly, to remove those blinders and to get their goals reached! But too often we Stop believing we add value, we stop believing we can help, we stop when t hey say – bring me a buyer and I'll pay your 3%? We stop when they say we need to think it over. We stop when they say we're waiting until the spring?

*Robert Hergavec Shark Tank* has also showed me how people from humble beginnings are always inspired when they meet people who are more successful than they are. Contestants come on the show and look up to me and the other judges. And it's really hard to grow and succeed if you don't have someone to look up to. How do you build a million-dollar company if you don't know anyone who has already done it? Or a \$10 million company? For me, I want to know, how do you grow a billion-dollar company? It's all relative. Mark, for instance, is worth a fortune. He owns a basketball team. He's hard driving. I never think of him with envy. Instead, I think, "If he did it, why not me?" And it's not just Mark, but the guest judges as well, like [John Paul DeJoria](#). I look at them and think, "Why can't I build something that big?" He moved his business from focusing on Canada to the uS and the US is Now 40% of the revenue – how did he start – he showed up!

## **7 Killer Questions to get further into the conversation.**

- 1) What price would make this too good of a deal to pass up?
- 2) What do you and our buyer need to hear from my seller in order to make an offer (copy seller)
- 3) I want to earn your business – what do you need to see/hear/fell from me?
- 4) What is your long range plans for your investment property?
- 5) What haven't you heard that would be important in the sale of your home?
- 6) What's important about that?
- 7) Please tell me more about why that's critical