

## Strategies for Successful Living-With Examples

We are creatures of habit. Our lives follow patterns or “strategies “ that we pack up and take with us, no matter where we go.

Think of an agent that says to their office mate, “I just wanted to tell you that I am not making enough money here so I’ve decided to change companies. I also don’t like the way the office is run. I am going over to XYZ Realty where they promised me a new development!” Have you ever heard a conversation like this? Or perhaps you were the one having the conversation? And perhaps this is not the 1<sup>st</sup> time this agent has jumped companies, thinking the grass is greener or that they don’t like the way an office is run.

In NLP, these thoughts and patterns are known as strategies. A strategy is a sequence of thoughts and behaviors based on a set of beliefs and a sense of self. Once we are aware of what we doing when things are going well... and when things are not going well, we have choices.

Here is another example:

John was concerned because he was frustrated with many of his clients. He expressed that he treated clients with respect and courtesy at all times as long as they were nice to him. He knew that ideally that was the way he wanted to be with everyone, not only because of his standards of integrity, but because it made good business sense.

When John was talking about the people/clients he treated with respect, he would look at the person he was addressing directly and referred to himself as “I”. All of his gestures were close to his chest. His face was softer. When he talked about the “difficult” people he used the words “you” or “one” instead. He pointed at a location somewhere in the air. When he spoke of people with whom he had difficulty, his voice was tense, and his facial muscles and body were stiff.

This describes a strategy.

Every move, every gesture, every intonation every speech pattern reveals the patterns we run in our lives as a whole. John has a strategy for dealing with the people he likes...and the people he doesn’t like.

Are your strategies production or unproductive? **If we are to grow, we must look at whether our strategies are productive in bringing us closer to our life’s intentions.** If the grass is really greener, then jumping to another company would be productive. If the switching of Real Estate companies is a common occurrence, then starting over yet again may be unproductive.

If John is frustrated with some of his clients, would it be a more productive strategy to learn how to accept them? Or is there a payoff for him in being frustrated? (Because every behavior has a positive intention)

As Real Estate sales people, one of the most important things we can know is what the buying or selling strategy is of some of our clients. We often tend to observe a buyer's strategy and label it as "bad" as it rubs up against our own strategy.

A well that has a rope to lower and raise the bucket. That bucket has been pulled up and down in the same position for many years and created a groove. It would be difficult to get the rope positioned in any other way, it naturally defaults to the groove.

Like the groove in the well, it is easiest for us to default to what we have done before. It is easiest for our clients to default to their groove. We have a choice on a daily basis to cut a new groove and do it daily so that we are continuously making new connections in our behavior and our thinking. To do so, we first need to find the behaviors we want and practice them until they are a natural choice?

Where is your groove in the well? Where do you default? This is good to look at around prospecting. Do you default to procrastination? The more you default, the deeper your groove.

Often when you see a strategy you would want to change, any of the coaches can help you break it down and "code" the small steps of that strategy.

Thought provokers for your strategies:

- How you get up in the morning
- How you prepare for lead gen
- How you decide when to start
- How you decide when to stop
- How you monitor and track
- How you use your voice
- How you get in rapport

With any of these that you run successfully, put a check mark beside them. What's left is an opening for strategy change. A sign of business maturity is the willingness to unpack your strategies and be in the conversation of what's possible by moving the rope in the well.