



Need Help Setting Yourself Apart in the Marketplace?

by Carla Thompson

The key to standing out from the crowd is to ask yourself this very important question:

Am I Memorable?

Frequently I will hear agents struggle with how to be unique when in fact, being unique is not usually the answer to being memorable.

How does one become *memorable*?

*I've learned that people will forget
what you said, people will forget
what you did, but people will never
forget how you made them feel.*

—Maya Angelou

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As Maya Angelou notes, how people *feel* will determine how they lock down their experiences with you in their memories. And people talk about **amazing** experiences—those times when they experienced something that was so wonderful that they felt . . .

**special,
powerful,
loved, or
important!**

Now, people do talk about terrible experiences too, right? When the emotion is strong, people want to share the emotion. That is when they complain or vent about an experience of course! Have we not all felt outraged by poor service at some point?

**Create
AMAZING
Experiences!**



Step One: The Feeling

Identify the feelings that you desire for your clients to have!

1. How do I desire for people to feel in my presence?
2. How do I desire for people to feel as they do business with me?
3. How do I desire for people to feel when things go wrong?
4. How do I desire for people to feel at the beginning of the transaction, in the middle of the transaction and at the end of the transaction?
5. What are the most difficult pressure points in the process of buying or selling a home? How do I desire for people to feel at those points?
6. Ultimately, how will people feel if I desire for them to be **raving fans**?

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As you are contemplating the emotions that you desire for your clients to experience, concentrate on really understanding the perspectives of your clients. Empathy is extremely important in designing an amazingly positive emotional experience. **Ask yourself how you would like to feel.**

To take it a step further, interview other people and ask them how they would like to feel at various points in the process. Ask your past clients! Ask your friends! Compile the answers and search for **patterns.**

For instance, one agent reported after interviewing several clients that he was surprised at how many of his clients wanted a clearer understanding of the processes involved in real estate—how the lending process worked, how the title process worked, etc. After really probing in conversations, the agent realized that his people were not feeling safe. They felt scared because they thought they should have understood things better and that they might be missing things and therefore, putting themselves at risk.

From these interviews and the pattern the agent saw, he realized that he wanted his people to feel very safe and that to achieve that he would need to tackle the next step . . .



Step Two: The Processes

Identify the processes needed to create the feelings.

Quality in a service or product is not what you put into it. It is what the customer gets out of it.

—Peter Drucker

In order for people to be able to refer to you, they need to feel that when they say to another person, "This is the experience you will have with _____," that they can be 100% assured that you will deliver the same way again. And the delivery needs to evoke the emotion you desire—the amazingly positive emotion that will ensure you are memorable.

How do you do this?

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You create predictable processes in your business that allow you to delivery consistently.

Sample processes:

1. What process do I need in place that leads up to actually getting the home on the market? (pre-list process)
2. What process do I need in place once a home is listed?
3. What process do I need in place to ensure my buyers understand how to offer on a home?
4. What process do I need in place to ensure my buyers move confidently and safely through the inspection period?
5. What process do I need in place leading up to closing?

For example, one agent I coached desired that her clients felt **smart** throughout the buying and/or selling processes. This was the feeling she desired for her people. To do this, she approached the processes of her business as though it was her role to educate her clients about every aspect. She operated with a rule of fives—she made this up! Every piece of information was conveyed to her clients five times—in various forms—spoken, written, graphic, etc. She wanted to make sure that if her clients were auditory learners, they could hear her. If they were visual learners, they could see her. If they were both, she made sure that everything she did was in written form to reinforce whatever she said. She understood that repetition was her friend!



Step Three: The Delivery

Identify the sales skills needed to evoke the emotion you desire!

Are you a talented salesperson? Sales at its highest level is about **helping people make decisions that are in their best interests**. And when people make strong decisions, they feel powerful! They feel happy!

Often I have heard real estate agents declare, "I am not a salesperson. I am a consultant, or I am an advisor, or I am a realtor." It is true that we are all of those roles. And yet, we are indeed salespeople.

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The definition of great sales—**guiding people to make decisions that are in their best interests.** What a high calling!

It is an *honor* to serve people as great salespeople.

So what skills do we most need to master in order to guide people *extremely* well—so well in fact, that we affect their lives deeply and are therefore, **memorable**?

Tips for Masterful Delivery:

1. Use people's names when talking to them.
2. Make eye contact enough to connect with them. This is one of the strongest ways you can communicate how deeply you care about people.
3. Stay engaged with people; **make them feel like they are the only people in the room when you are talking with them.**
4. Know scripts for all situations to be able to guide people well. As an example, a surgeon in the middle of surgery knows which scripts to use throughout the entire procedure even when variables occur. As great salespeople, we should always be prepared with what to say to guide people well.
5. Ask lots of follow-up questions to convey that you are listening to them. Work to understand what they need and desire.
6. Stay in **curiosity** and ask lots of questions.
7. Concentrate on mirroring back the appropriate empathetic response. In the medical profession, this is called "bedside manner." Keenly observe people's emotions and learn to guide people through the complexities of negative emotions.

8. Be observant of pace and timing in communication. Are you pushing people or confusing people when you communicate? Or instead, are you guiding them to understand? In order to communicate at a high level, you must master the fine art of watching people's reactions and then know how to help them move through their initial reactions.

The key to incredible delivery is knowing your scripts so well that you can focus on truly listening to your clients. When people feel heard, they readily listen to your guidance.

To be memorable, we must affect people so deeply that they will readily and willingly tell people how phenomenal their experience with us was!

***Remarkability—
Do what you do so well that
people can't resist telling others
about you. —Walt Disney***

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