

**Your Sales Training Is Wrong**

We hate to say this, but more than 50% of what you learn in sales training is absolutely wrong. This poor training is one of the reasons that we have such a high turnover rate within sales industries. Get it right and you increase your chances of success by over 90%. We will show you what is wrong with what everyone has been telling you:

**The secret of getting referrals is asking for the business**

Wrong, wrong, wrong. How many times has someone told you that? When a sales trainer tells his students this, most of those in the audience are thinking to themselves…*Oh, I know I should be asking more. I know I should be doing it.*

Well, if it is so important, then why is everyone not doing it? What an unpleasant way to make a living. Some sales trainers even say that you have to experience pain to be successful in sales. We say they are wrong!

Getting referrals is not about asking, it is about putting yourself in position to ask. When we ask for the business, we are thinking about ourselves. Well, the sales process is not about you, it is about your customer.

Ask yourself, how well have you positioned yourself to help your customer? For example, are you an expert that can help them in all situations? If you are an expert, chances are that people will approach you and ask for help instead of you hitting them over the head. What a more pleasant experience it would be if people came to us for advice!

**The key to selling is finding something in common with your target**

Wrong. When you speak with a prospect and have to search for something in common with them, you are indicating two things:

o You did not know enough about your prospect before you contacted them.

o There is a good chance that you picked the wrong prospect.

Here is the real “truth”. You should do business with people you have something in common with. The problem is, the majority of sales people are not taught enough about their sphere of influence. If they are taught correctly, their sphere becomes ten times as large and there is no reason ever to contact a prospect outside the sphere. You have something in common with everyone inside your sphere. Why would you search anywhere else?

**The key to successful sales is overcoming objections**

Again this is wrong. The best description of sales accomplished in this way is “twisting arms”. Why would you want to twist someone’s arm to do business with you? What an unpleasant thought!

Here is another truth…

**Do business with those who do not have objections**

The last time you dealt with someone who did not have an objection, how much easier was the sales process? If you are dealing with a lot of objections, you are again targeting too many of the wrong people. And when you target the wrong people, the sales process is hard and painful. And you are likely to fail.

**The key to the sales process is getting the appointment**

How many times have you had an appointment with the wrong prospect? Yet, we spent a good portion of our sales training focusing upon the closing process. We even have a fancy name for these closes, such as the urgency close, the alternative close, the trial close and so on.

Think back to when you purchased your last car. Perhaps you were walking around the car lot and a sales person walked up to you and used one of these closes. How did you feel? Most of us cannot get away from the car salesman quickly enough. If we purchased, we purchased despite their *distasteful demeanor*.

We think that you should take all of these closes and just throw them away. If you are going to be an expert and give advice, you do not need to use tricks to get them to do business with you. And certainly, you do not want your customers to be thinking about you the way they are thinking about that car salesman. The goal is positioning, remember? That means positioning yourself not only to get the deal, but positioning yourself to be a long-term source of services and referrals.

There is only one real important close you need for your repertoire. Say thank you more often and in a unique way.

Jeff Baxter Mortgage Team

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AmeriSpec is excited about 2018! We had a great 2017 and want to thank everyone that was a part of our success. We did a lot of growing. We are in the process of investing substantial dollars in technical upgrades which we will unveil to you this coming year and we have brought on some new inspectors that we are very proud of.

We believe in continuous improvement. That is the only way to make sure we are delivering the kind of service our clients deserve. We are very fortunate to get constructive feedback from experienced team mates. We listen, we learn, and we grow. So, thanks for sharing.

One thing we are adamant about is Protection Beyond The Inspection. Unfortunately, our time machine is broken, so we can’t go back to fix the past, and our crystal ball only works sometimes, so we can’t always predict the future. Therefore, we did something to help offer Protection Beyond The Inspection. Those that have used our services are aware of our 90 Day Warranty. It has paid out over $55,000 in just the past few years.

Also, each client is given an electronic HomeBinder with each inspection. There are too many HomeBinder services available to list here, but it helps make home ownership easier, helps our agents get additional marketing (yes we are here to help), and it is exclusive to AmeriSpec in the State of Delaware. Others want it, because they know what a valuable tool it is, but they can’t have it.

Thanks again for all of your support. Be on the lookout for bigger and better things to come from AmeriSpec in 2018!

Best regards,

The AmeriSpec Team

302-722-4435

Amerispec-de.net

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**Sussex County Network**

**Mission**

**We are a network of successful** **REALTORS® empowering women to exercise their potential as entrepreneurs and industry leaders.**

**Wow, what a way to start 2018!**

**I would like to thank everyone for their support thru-out the year and look forward to seeing everyone in 2018. As we transitioned from a Chapter to a Network in 2017, the 2018 Governing Board is ready to go forward with the new model for Women’s Council. We may stumble with using the old verbiage, but I am sure we will have it by the end of 2018.**

**Committees are in the process of being formed, Joe Della Torre, Membership Director, is working hard with his team putting together several membership drives for January and February. The 1st Membership Drive will be at the Crooked Hammock in Lewes on Tuesday, Jan. 16th from 4:30-6:30. Please stop by and bring a guest that may be interested in joining.**

**Cheryl Myers, Amerispec Inspection Services, is heading Ways and Means this year and in the process of organizing Member Events. Bras will be in June with a Mardi Gras theme and we are currently asking for volunteers for this event. Please contact me if you would like to be involved in the 8th Annual Bras.**

**Tammy Rust, Program Director, is lining up the Speakers starting with Linda de Marlor from Tax Masters on Jan. 18th at Victoria’s.**

**The Strategic Member/Sponsor packages have been mailed, if you have any questions, please call me as I will be heading up this part of the Network.**

**Marjie and her 2018 Board look forward to another great year as we celebrate the 10th year of Women’s Council of REALTORS®, Sussex County.**

**Debbie Cobb, 2017 President, 2018 Governor**

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**Information on the National Women’s Council of REALTORS® can be found on their website at** [**www.wcr.org**](http://www.wcr.org)**. Information on the Sussex County Chapter can be found on their website at** [**www.sussexcountywcr.com**](http://www.sussexcountywcr.com).

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| **2018 Chapter Leaders**  **President**  **Marjie Eckerd**  **Joe Maggio Realty**  [**Marjie.eckerd@gmail.com**](mailto:Marjie.eckerd@gmail.com)    **President-Elect**  **Sue Sisson**  **Joe Maggio Realty**  [**suesis@msn.com**](mailto:suesis@msn.com)  **Secretary**  **Maria Bennett**  **Joe Maggio Realty**  [**mariacbennettrealtor@gmail.com**](mailto:mariacbennettrealtor@gmail.com)  **Treasurer**  **Patti LaRosa**  **Acopia Home Loans**  [**plarosa@acopiahomeloans.com**](mailto:plarosa@acopiahomeloans.com)  **Program Director**  **Tammy Rust**  **Mann & Sons**  [**realtortrust@gmail.com**](mailto:realtortrust@gmail.com)  **Membership Director**  **Joe Della Torre**  **Acopia Home Loans**  [**jdellatorre@acopiahomeloans.com**](mailto:jdellatorre@acopiahomeloans.com)  **Past Presidents**  **2017 – Debbie Cobb**  **2016 - Sandi Bisgood**  **2015 – Kathy Douglass**  **2014 – Carol Wayne**  **2013 – Ruth Sivils**  **2012 - Joanie Hannigan**  **2011 - Beth Dorman**  **2010 – Ginny Hysock**  **2008/2009 – Paula Castiglione**    **Our Vision**  **Through our influence as successful business professionals, women will effect positive change in the profession and in the broader community.** |