



Connect!

REAL RELATIONSHIP MARKETING IDEAS



THERE'S A DIFFERENCE BETWEEN

“Ability” and “Likeability”

by CHAD RUEFFERT

For real estate professionals, your training, education, experience and ability are key factors in convincing a homebuyer or seller to purchase your services. But they are not the ONLY factor. In fact, they may not even be the biggest factor.

I recently finished re-reading an outstanding book by David Schwartz called *“The Magic of Thinking Big.”* Though it’s not categorized as such, this is one of the best relationship marketing books available.

The core philosophy of the book is that the size of your success is determined by the size of your thinking. Think big and you will achieve big. But beyond the self-analysis factors of the book, many of the individual tactics Schwartz outlines relate directly to the importance of relationship marketing.

In the book he says, “Here is a basic rule for winning success...Success depends on the support of other people. The only hurdle between you and what you want is the support of others.”

It’s an acknowledgement that no matter how intelligent you are or how hard you work, if you don’t cultivate the effort, input, and support of other people, you’re unlikely to achieve success. Schwartz also makes the key

observation that in selecting someone to hire, “In an overwhelmingly large number of cases, the “likeability” factor is given far more weight than the technical factor.”

Most real estate agents have a plan to continue to enhance their abilities. Continuing education courses are even mandated by the real estate commission. But do you have a plan to increase your “likeability?” Creating an action plan for improving this aspect of your business is at least as important to your success as continually improving your technical abilities. Here are a few tips from the experts to help you start implementing your likeability plan.

Uncover and Maximize your Positive Qualities

Ask people whose opinion you trust (and are likely to tell you the truth) exactly what likeable qualities you have. Are you a good story teller? A good listener? Sympathetic? Understanding your likeable qualities will help you to focus on them when interacting with new people.

Uncover and Minimize your Irritating Qualities

We all have them. But often, especially with mostly-likeable people, no one feels the need to make us aware of our irritating habits. For most people they are offset by their good qualities and friends don’t feel the need to criticize. Ask them to tell you anyway! If you

have a habit of interrupting conversations, or sometimes come off as a “know-it-all” or any other identifiable and fixable issues, learn what they are and work to minimize them.

Focus on other People’s Positive Qualities

Most people can be annoying at times. But most people also have positive qualities. Do your very best to forget the first and focus on the second. Enforce a personal policy of never talking bad of anyone, even in jest.

Look for Opportunities to Praise, Congratulate or Sympathize

A focus on the other person’s successes or challenges rather than your own definitely increases your likeability.

Like other People First

The more you like someone, the more they will like you. Take the initiative.

When you begin consciously looking for ways to convince prospects that they’ll not only profit from but ENJOY their business relationship with you, you’ll begin closing more deals and receiving more referrals!

Chad Rueffert is the president of Braintree Marketing, Inc. and the creator of the From Your Friends Relationship Marketing program.

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