

# Influencing

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by Michael Sheargold, CEO of Real Estate Results

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success.





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The fastest way to get what you want is helping other people get what they want.

Real estate is the ultimate win-win-win business. That means, when the seller wins and the buyer wins, then YOU win. Your focus therefore is when you're on the phone with a buyer is to help the buyer get what they want. Same thing when talking to an owner – and when you come in with that energy, then you can achieve your results faster.

Influencing is basically moving people in direction of a decision. This works two ways:

1. Helping people move positively towards an effective decision - specifically an effective decision for them!
2. Helping people make better decisions.

This is the essence of influencing.

Having completed over 7,000 coaching sessions in the real estate profession I'd like to share with you the Results Influencing Model. As you review the model, ask yourself the question... "How well am I using these points in my current influencing strategy?" And give yourself a score out of 10 on each.

Obviously from there, build for yourself a simple action plan based on what you are going to Start doing... Stop doing... and Continue doing... to make the biggest difference in your results.

Enjoy reviewing – I'd love to hear your upgrades!

# RESULTS INFLUENCING MODEL

- 1 CONNECTING - this is about building positive rapport. If we don't achieve positive rapport, they will not listen or respect what you are communicating.
- 2 FRAMING - this is the most powerful underutilised influencing strategy in the world today (according to me!). If you master this you will be able to communicate more effectively, negotiate more effectively, be stronger across the board. Framing is about you setting the scene.
- 3 DISCOVERING - Stepping into the client's shoes. Let me ask some questions, tune in and listen to what you are communicating.
- 4 VALIDATING - or summarising what you have heard the client say in the discovery process.
- 5 SOLUTION - or presenting a strategy to achieve great results - again, based on the steps that have come beforehand.
- 6 COMMITMENT – you want to gain a commitment to whatever the next step is.

It works on a 5 minute call, at a listening appointment, at a buyer enquiry – generally in any communication! This is the process of influencing and when we hone our skills at this area, we'll go to a whole new level.

Some examples of conversation lines you may use:

Setting the scene or Framing... "*So I can help you best, do you mind if I ask a few questions?*"

Validating... "*I have a much better understanding now of what you are looking for in a property. Could I summarise that for you?*" Then you go through what it is, and you can then ask them "*Is that about right?*"

Solution... "*Based on what we discussed, let me show you some properties*" ..."the next step is..." "We can put a good strategy in place to achieve your goal"

Remember to present a solution and ask for a commitment.

Think about how you're influencing right now – and what you could enhance or upgrade right away to start seeing some positive results. Keep in mind the first point – the best way to get what you want is to help others achieve their goals. Be great at influencing and see your results soar!

For more information about Michael Sheargold, visit: [michaelsheargold.com](http://michaelsheargold.com)

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