

# NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

## Turning Talent into Performance

A Webinar with Larry Kendall

1. The Productivity Challenge

2. The Key: \_\_\_\_\_

3. Pop Quiz:

4. Ninja Selling is a User-friendly Selling System. What is a system?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

5. If you work the systems, the system \_\_\_\_\_.

6. On-Purpose Realtors and On-Accident Realtors – TSW

7. Rookies – Turning Talent Into Performance

8. 10 Simple Steps to Success (The Ninja System)

1. Start with Talent

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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## 2. Set Goals

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## 3. Business Plan

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## 4. Success Formula

- $\$ \text{ Goal} \div 1,000 = \text{Database}$
- Build your data base to the right size
- Become the Realtor of Choice – FLOW
- Develop your skills & systems to handle the business.

### Your Data Base

- Each household = \$ \_\_\_\_\_
- 20% = Transaction Rate
- Depreciates \_\_\_\_% per year
- Add 2 names/week = \$ \_\_\_\_\_

## 6. Activities

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Your Rituals:

Morning Ritual

Pre-Game Ritual – Focus

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Your Routine:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Focus on productive activities & production takes care of itself.

6. Your Schedule:

- Morning: Work “On” Your Business (Generating Business)
- Afternoon: Work “In” Your Business (Doing the Business)
- Open 7 Days!

7. Your Skills

- Skills come with \_\_\_\_\_.
- Weekly “Skills Group”
- Skills Group Schedule

8. Your Mentor

- Rookies “blow” their first \_\_\_\_\_ transactions!
- Team up with a Mentor
- Example “Mentor Program”

9. Measurement: Ninja Scorecard

“Great coaches have the ability to get people to do what they don’t want to do so they can become the person they always wanted to be.” – Tom Landry, Former Dallas Cowboys Coach

10. Persist!

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## “Financial Goals”

**DECIDE WHAT YOU WANT!**  
**(Not What You Think You Can Have!)**

<b>MINE TO KEEP</b>	=	\$ _____
(Deposit in my “Feel Good” Account)		
<b>RECREATION</b>	=	\$ _____
<b>PERSONAL GROWTH</b>	=	\$ _____
<b>FAMILY GROWTH</b>	=	\$ _____
<b>BUSINESS GROWTH</b>	=	\$ _____
<b>DEBT REDUCTION</b>	=	\$ _____
<b>CREATURE COMFORTS</b>	=	\$ _____
(Annual Living Expenses)		
<b>CREATURE COMFORTS</b>	=	\$ _____
(Large Purchases)		
<b>BUSINESS COSTS</b>	=	\$ _____
<b>RETIREMENT FUNDS</b>	=	\$ _____
<b>TO GIVE</b>	=	\$ _____
<b>INVESTMENTS</b>	=	\$ _____
<b>TAXES</b>	=	\$ _____
<b>RECEIVING GOAL</b>	=	\$ _____

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## Ninja Skills Schedule

Skills come with practice. To help fully develop your skills, we recommend you participate in a weekly skills group. We recommend these groups consist of 5 to 8 people, meet weekly, have an agenda (topic), and engage in deliberate practice. This is not a discussion group. It is a practice group.

Here is an example of a 16 week schedule that is used by many of the Ninja Practice Groups. All of the scripts are in the Ninja Installation manual - and most all of the Ninja classes.

If you are wondering what the "Pit" is, this is a role playing exercise where one person is "it" in the PIT. Participants pick a topic - say pricing, or commission objections - and they fire objections at the person who is it and they see if they can handle it. If they struggle, the group jumps in with ideas to help them. One of the rules: whenever possible, answer the objection with a question not a statement (asking is better than telling). We have found if you can handle the PIT, you can handle any seller or buyer.

Have a set time and place each week. Have a topic. Have one person (rotating) be responsible for each meeting. Send a reminder email the day before. Engage in deliberate practice.

- Week 1:** Pre-Listing Interview. Rehearse the questions for the pre-listing interview. Have the person playing the role of the seller call in on a cell phone.
- Week 2:** Pre-Listing Packet. Bring YOUR pre-listing packet and be prepared to share.
- Week 3:** Listing Interview – Practice the 16-step Seller Process
- Week 4:** Practice the Listing Interview again
- Week 5:** Comparative Market Analysis. As a group, identify a property and each one of you will prepare a CMA for it. Compare notes and learn from each other.
- Week 6:** Pricing Objections – The PIT (practice the scripts in the Ninja Manual)
- Week 7:** Commission Objections – The PIT (practice the scripts in the Ninja Manual)
- Week 8:** Negotiation Skills – The PIT
- Week 9:** Seller follow-up – bring systems you are using for follow up once you have the listing. Rehearse the 5-step calling process.
- Week 10:** FLOW. Bring your flow calendar and your weekly activity logs. Compare what is working.
- Week 11:** Ninja Mindset. Bring your daily ritual and your strategies to stay in the “performance quadrant”
- Week 12:** Your Business Plan. Bring your business plan and share it with others.
- Week 13:** Buyer Interview – practice the 10-step Buyer Process.
- Week 14:** Field Trip – Practice showing homes to buyers.
- Week 15:** Closing Questions. Practice the Ninja “Soft Closing” Questions.
- Week 16:** Closing Questions. Practice the “Scratch Pad” (Practice Contract) close.

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## Ninja Scorecard

A	B	C	D	E	F	G	H	I	J	K	L	M	N	
1	<b>Ninja Scorecard</b>					<b>Contact</b>	Name	Date	Follow Up		46			
2	Name:										47			
3	Week of:										48			
4											49			
5	"We become what we do repeatedly. Excellence, therefore, is not an act. It is a										50			
6														
7	Item				Points	Your Score					<b>Notes</b>	Name	Date	Reason
8	<b>Daily Practices</b>										1			
9											2			
10	<b>Write out your affirmations</b>					0-10					3			
11	MTWThFSaSu										4			
12	2 pts per day										5			
13	<b>Write two personal notes per day</b>					10					6			
14	MTWThFSaSu										7			
15	2 pt per day M-F										8			
16	<b>Attend Sales Meeting</b>					5					9			
17	Take away:										10			
18	<b>Attend Group University</b>					5					11			
19	Take away:													
20	<b>Attend Tour Meeting/Tour:</b>					5					<b>CMA's</b>	Name	Date	Follow Up
21	Best value:										1			
22	<b>Review Hot List/Warm List</b>					5					2			
23											3			
24	<b>Call all buyers/sellers that are UIC</b>					5					4			
25														
26	<b>Make contact with 50 customers per week</b>					15					<b>Database</b>	Name	Date	Source
27	*contact in any form, but a conversation must take place										1			
28	<b>Add names to database</b>										2			
29	1 pt per address										3			
30	<b>Attend a scripts Practice session (3x/mo)</b>					5					4			
31	Topic:										5			
32	<b>Open Houses (4x/mo)</b>										6			
33	5 pts per										7			
34	<b>Floor Duty (3x/mo)</b>										8			
35	5 pts. Per shift													
36	<b>2 Unsolicited CMA's weekly</b>					10					<b>Open Ho</b>	Address	# Visitors	Follow up
37	1=5 points, 2=10 points, 3+ 5 bonus points										1			
38	<b>Weekly Activities:</b>										2			
39	[Activities to produce flow, educate, enhance business										3			
40	1)					5					4			
41	2)					5								
42	3)					5					<b>Floor Dut</b>	Date	Calls/PwI	Follow Up
43											1			
44											2			
45											3			
46	<b>Total Score</b>					100					4			
47											5			