

NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

Double Your Income & Work Less!

with Larry Kendall (www.NinjaSelling.com)

1. The goal of Ninja Selling is to help you increase your income per hour so you can have a life.

2. Our goal is to help you build a *Smart Business*:

- _____
- _____
- _____

3. Being “On-Purpose” versus “On-Accident”

Chris Doyle: 44 Buyers Served. _____ Contracts written. _____ Most homes shown.

4. Working with buyers is a 3 Act Play:

Act 1: _____

Act 2: _____

Act 3: _____

5. The Scratch Pad Close – Effective 50% of the time

Buyer: “I love the house but I want to think about it.”

Ninja: “Absolutely. I want you to feel comfortable with your decision. If it is alright with you, I’ll scratch out the basics of a contract on the back of the property’s MLS sheet. That way you can take it home with you, and it will give something to look at tonight.”

- Price: _____
- Terms: _____
- Dates: _____
- Inclusions/Exclusions: _____
- Contingencies: _____

6. Master Ninja Coach Garrett Frey: Three Keys to High Income/Hour

- Key #1: Make sure you do Act 1
- Key #2: Follow the Ninja Path – Avoid the industry distractions. They are NOT icing on the cake. They will take away your focus and cost you money.
- Key #3: Simply do the Ninja Nine. Do the basics better than anyone. Ninja Nine is your “silver bullet”.

7. Just One Thing: “What is the one thing I can do that will most help me increase my income per hour? Answer: _____

“We become what we do repeatedly. Excellence, therefore, is not an act. It is a habit.”

-Aristotle

8. The Ninja Nine

- Success Habit #1 (Daily): Start with Gratitudes & Affirmations. Control your “vibe”.
- Success Habit #2 (Daily): Time Block. Don’t open your email first. Stay on YOUR agenda.

“The enemy of Mastery is not mediocrity. It is distractions. The addiction to distractions ruins many potentially awesome lives.” – Robin Sharma

- Success Habit #3 (Daily): Write two personal notes
- Success Habit #4 (Daily): Focus on your Hot List
 - People who want to buy/sell
 - They know they want to buy/sell
 - They want to buy/sell with you
 - They want to buy/sell soon (90 days)
- Success Habit #5 (Daily): Focus on your Warm List
 - People who want to buy/sell
 - **They may not know they want to buy/sell**
 - **You know they want to buy/sell**
 - They want to buy/sell in the next year.

- Success Habit #6 (Weekly): Focus on your customer service calls
 - Your next transaction is embedded in this transaction
 - Call your active clients FIRST. If they call you first, you are failing!

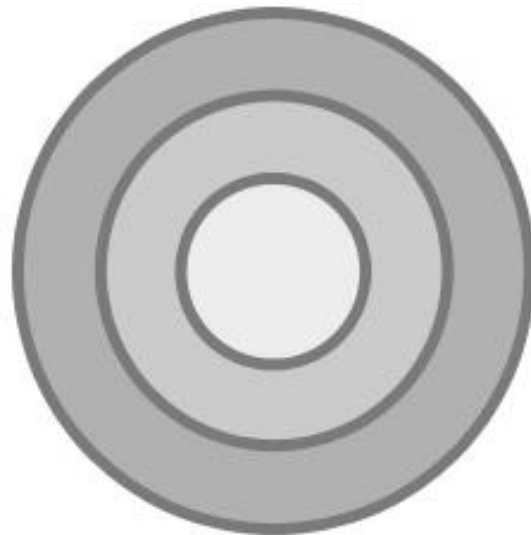
- Success Habit #7 (Weekly): Schedule 2 Real Estate Reviews
 - “As part of my service to you, I offer the opportunity to sit down once a year and review your real estate values. I’ve prepared a packet of information for you. When would you like to get together?” If they can’t meet, MAIL IT.

 - Real Estate Reviews Results:
 - Face to face: _____% referral or transaction
 - Mail: _____% referral or transaction

- Success Habit #8 (Weekly): 50 live “Interviews”. Ask F.O.R.D. questions & listen for change.

- Success Habit #9 (Weekly): Update your database and look for property matches.

- Focus on productive activities and production takes care of itself.



- P.I.E. Time
 - Productive Time (P time) = You, Customer, Contract
 - Indirectly Productive Time (I Time) = What creates P time – FLOW time
 - Everything Else (E Time – can generally be accomplished by an assistant.)

- “People do not decide their futures. They decide their habits and their habits decide their futures.” – F.M. Alexander