

The Ninja Nine is the “One Thing”

A Ninja Webinar with Larry Kendall

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

2. The Three Success Keys

- _____
- _____
- _____

3. Just One Thing: “What is the one thing I can do that will most help me stay on the Ninja Path?”

Answer: _____

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

- Aristotle

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

4. The Ninja Nine

- Success Habit #1 (Daily): Start with Gratitudes. Control your “vibe”.
- Success Habit #2 (Daily): Show up. 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

F.O.M.O. = F_____ O_____ M_____ O_____

- Success Habit #3 (Daily): Write two personal notes

365 Thank Yous by John Kralik

- 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.
 - These People Probably Want to Buy/Sell – Exercise (20%)

- Success Habit #6 (Weekly): Focus on your customer service calls
 - Active customers are your best source of referrals
 - Your next transaction is imbedded in this transaction
 - Client communication preference:
 - _____% - Call me (telephone)
 - _____% - Email/text me
 - _____% - Facebook

“The telephone is the most amazing and productive electronic device ever invented.” – Tony Hsieh, Delivering Happiness
 - Phone power:
 - _____ - 150-180 Words/minute
 - _____ - subtle and hidden
 - _____ - undivided attention

- Success Habit #7 (Weekly): Schedule 2 Real Estate Reviews
 - NOT a disguised listing presentation!
 - “As part of my service to you, I offer the opportunity to sit down once a year and review your real estate holdings. I’ve prepared a packet of information for you. When would you like to get together?”
 - If they don’t want to meet, MAIL IT.
 - 3 Magic Questions:
 1. “What are your long term plans for this house?”

2. "With perhaps the lowest interest rates in your lifetime, are you living in the home you want to be in?"
3. "If you could live anywhere, where would that be? Where is your dream home?"

- 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.

- Ninja & Facebook

- Amazing resource (database)
- Pain and pleasure
- Pull more than push
- Respond off-line
- Be differentiated

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

- What is the difference between a database and a CRM (Customer Relationship Manager) system? A _____.

- Qualifying your database:

- A _____
- B _____
- C _____
- D _____
- Hot List _____
- Warm List _____

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

“Stop actually thinking about winning and losing and instead focus on those daily activities that cause success.” – Nick Saban, Head Football Coach, University of Alabama

6. Persist! If you work the system, the system will work for you.

7. Track your progress

“Research has shown that of all forms of human motivation, the most effective one is PROGRESS.” – Frederick Herzberg

- Measure your progress:
 - Gratitude Journal
 - Personal notes – 2/day
 - Live Interviews – 50/week
 - Real Estate Reviews – 2/week
 - Hot List/Warm List

“What you do every day is more important than what you do once in awhile.”

For more information on Ninja Selling, go to www.NinjaSelling.com

Days to Complete: _____

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Hot List

Date I Started this sheet: _____

Name	Phone	Source	First Called
Notes	Next call	Status	

Name	Phone	Source	First Called
Notes	Next call	Status	

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

days to complete: _____

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Warm List

Date I Started this sheet: _____

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

Name	Phone	Source	First Called
Notes	Next call	Status	Next call

These People Probably Want to Buy/Sell Real Estate

Take out your list of people you know. Go through the names one at a time. Bring the person/family into your consciousness. Think about them and ask yourself these questions regarding their situation. If they fit that particular question, write the number of that question next to their name. After going through your entire list, you should have a clear picture of the potential real estate needs/wants of your customers – and the start of a business plan for yourself. Start contacting your customers using the F.O.R.D. system of questions. When they respond to your F.O.R.D. questions, listen carefully for changes going on in their lives that may affect their need/desire to buy/sell real estate. How many of the people you know:

1. Have had an increase in family size in the past year?
2. Have children age 10 and under? (Give your kids a chance brochure.)
3. Have teenage children?
4. Have children who have left home recently?
5. Are living “below or above their means”?
6. Have lived in their same house 7 years or more?
7. Have had their employer/company expand in the past year?
8. Have had their employer/company downsize in the past year?
9. Have a commute of one hour or more?
10. Have received a substantial inheritance?
11. Own a building lot?
12. Are getting married or are recently married?
13. Are getting divorced or are recently divorced?
14. Are getting divorced and married?
15. Have a dream for “Wake-up Money” investment property?
16. Have a dream to live “anywhere”?

Customer Service Calls

A. Reasons to Call (Have a reason to call that adds value to the customer.)

1. Sellers – update
2. U/C Buyers – update
3. Active Buyers – update
4. Recent closed customers – do you need anything?
5. Referral Sources – thank-you and update on progress
6. Anniversaries – “Guess what we were doing 7 years ago this week.”
7. Birthdays
8. 8 in 8 system
9. Tickets and “give-aways”
10. Annual market update
11. “Haves and Wants”
12. Thank-you, Congratulations, Thinking of You and

B. F.O.R.D. System - Rapport Building/Prospecting/Negotiating

Family
Occupation
Recreation
Dreams (goals)

C. Five Step Calling Process

1. Salutation – Is this an OK time?
2. Look for common ground – F.O.R.D.
3. Purpose of my call – one of 12 reasons to call listed above
4. End on common ground – F.O.R.D.
5. 3 to 5 minutes max