

Day #11- Top Performers Understand the Power of Conversations

“A conversation is a dialogue, not a monologue. That’s why are so few good conversations: due to scarcity, 2 intelligent talkers seldom meet.” -Truman Capote

One of the shifting sentiment that is becoming very clear to me as we continue to operate as much in our “New Normal” as we can muster, is the need for people to have great conversations. To really COMMUNICATE especially during this time of so much unknown.

Top performers have always understood this. That is why they give so much attention in the day to developing these conversation skills. With these skills they can change outcomes in their businesses for both themselves and their clients.

They know their success is in direct proportion to the number of connections they make that can be developed into true ADVOCATES for them and their businesses. This network of contacts is powerful and useful in times just like we are in right now. This is why we are continuously reminding each of you about the power of your database er, DATABANKS. That is where the advocates get identified, nurtured and developed.

For many of us, we have this “database” of thousands of contacts. I would argue these are simply phonebooks or email lists. These are not databases. If they were, you would, in most cases closing 10 fold the number of transactions that you did this past year.

You see, top performers know that if they lost everything they owned, because of the deep relationships they’ve developed with these advocate databases, they could pick up the phone and be back in business in no time flat.

Do you see where I’m going with this?

Whatever the other side of this time with Covid-19 looks like, how long it will take to get there, what might happen in our markets between now and then, the list of unknowns could go on and on, yet if you had that Advocate databank nurtured, developed and honed, you might be moving through this time with more ease.

If you’re not at that spot, couldn’t you use this time to begin that journey? What I would challenge everyone to do over this weekend is go through your entire database and determine who your top 300 or 400 people are. What is the criteria you’d use? I’d challenge you to simply look for those people you really like. You liked meeting them. You liked speaking with them. Maybe if they are a past customer or client you even liked them through the transaction. Start with people you LIKE.

Once you’ve found your 400 go to work to get their Command Profile to 100% health score. That will more than likely take making a phone call, texting or reaching out in some way. REMEMBER top performers always work to master CONVERSATIONS, that is voice to voice.

What could the result of this list of your 400 be? Let me do the math quickly. Prior to this shift, we knew that a connected database should result in a 6.9% business opportunity each and every year. In essence for every 100 people you have that would be 6-7 closed transactions annually. So if we take 400 and multiple by 6.9% that would equate to 27 closing each year. With our average commission of \$7840/sale that would be revenue of \$211,680 **THAT YOU CAN COUNT ON.**

Now I know there are some in this meeting who do close more business than that, yet the majority here have not, yet.

Now let me ask: Did I just show you something super complicated on how to get to \$200,000 annually in gross commission income? Remember that BOLD Law: Success is Simple, Not Easy.

So for this weekend let's get to work on honing our conversation skills by determining who your 400 are. Getting them into your Command Contact records and then reaching out to them to strengthen relationship, make sure they are doing ok and gather any information you may be missing to get their contact record score to 100%.

Remember the art of great conversation is allowing the person you're interacting with to have the conversation to be all about them. The skill of mastering making it all about the other person is the one we should all continuously strive to perfect.

Finally, in these conversations if it does turn back to you, top performers know that when they can always focus their part of the conversation toward ideas, concepts, and things of a positive nature the relationship they are nurturing will seek them out even more and more often. In essence it creates an advocate even faster. Don't get caught up in gossip, or conversation that might discredit themselves by speaking poorly of anyone. It's easy to get sucked into that vortex of gossip, especially as we move into week 3 of this New Normal. Please stay vigilant to not allow yourself to go there.