



**IMMO-SUCCÈS**  
POUR TOUS LES PROFESSIONNELS  
DU COURTAGE IMMOBILIER.



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**Tips and Tricks:**

« I Dare! »

« Dear AS salesperson, there is always someone somewhere who needs you and your services today, so go and find them! »

**Your REALTY-SUCCESS Affirmation of the Month:**

«Selling is my passion!»

**A REALTY-SUCCESS near you? Our mini-conference is the right fit!**

**Get informed on a free visit from Sylvia!**

Call us at 450-661-3480

**The REALTY-SUCCESS Quote:**

«Have faith in the value of the services you provide!»

Real Estate Agent  
From Dream to Reality! P.276

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**Realty-Success News for November 2010**  
**To read this month: Why should they choose you?**

News from Sylvia: **Release the sails!**

Don't forget: **The Realty-Success Key Response of the month, Happy reading!**

**Why should they choose you?**

I learned the « Art of Selling » at a very Young age working in my father's business and I always **loved** seeing a client **find exactly what they were looking for by choosing one of our quality products.**

Being chosen amongst others is even more validating because there's a competition to provide the best service!

But what really makes the difference in your clients' eyes?  
Sincerity and good techniques!

The elements I consider incredibly important in order to be an excellent salesperson: the sincerity you convey in your words and actions. Without these important elements, you'll lose your credibility!

I also take into consideration that anything can be learned if you want it badly enough. The basic techniques of selling are simple enough and are obviously related to basic human nature and its differences, if we just take the time to learn, we'll simplify our task. Basically, most books on selling discuss:

1. - Be prepared.
2. - Know your product and your market thoroughly.
3. - Present yourself and speak with confidence.
4. - Respond to objections with tact and sincerity and stick to your values.
5. - When asking for a commitment, do so firmly but not aggressively.
6. - Conclude the discussion strongly.

Despite the myths, we aren't used car salesmen! We don't sell Under pressure but we're not afraid to ask!

The difference is enormous and can lead to confusion in the minds of your clients. But this is what they expect of us: a little momentum, a little encouragement, a little bit of s push but most importantly: they expect us to meet their needs. And, if we do this...**they buy!**

The art of selling is reliant on our abilities to understand our clients' needs and present them with an option that meets all of them, that suits their desires and assures them that we'll be with them through each step of their endeavor. We want to ask « is this what you're looking for? » and if the answer is « yes », we ask them to **sign.**

It's as simple as that and now you just need to **convince yourself that it really is that simple!**

I hope you'll take the road to success and never forget that you are excellent agents, brokers, and salespeople! (; -0) You have integrity and motivation. Don't let anyone convince you of otherwise.

A great REALTY-SUCCESS to all and I'll see you in a few weeks! Sylvia

**Do you have your copy yet?**



**ENGLISH BOOK COMING SOON!**

**COACHING**

Are you lacking motivation?

Unsure of where to focus your energy?

Do you want to know the tricks that winners know?

Do you also want to achieve your REALTY-SUCCESS?

**Consider private coaching with Sylvia!**

Get informed: **450-661-3480**

**Your free REALTY-SUCCESS Tools: REALTY-SUCCESS Business Plan REALTY-SUCCESS**

**Budget**

[Capsules videos](#)



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**News from Sylvia!**

I'm continuing my office tour this winter: **Brokers, Managers and Directors:** get informed to get [a free visit from Sylvia](#) in your office! For the price of a coffee and a corner of your office she will motivate your agents for 30 minutes with tips, ideas and stories that only she can tell! Be the first in your region to book with us! 450-661-3480.

To see some pictures from my tour, visit my Facebook or click on [this link](#):

I hope to visit your office soon! **We don't give up! See you soon, Sylvia ☺**

**REALTY-SUCCESS News this Month**

I'm leaving for Iran to provide sales training and motivational conferences for businessmen and women in all kinds of industries!

I'm looking forward to sharing my trip with you when I get back!

Salam!

**Help me help you!**

**Do you want more listings and transactions?**

**Looking for a motivational speaker who is experienced in Real Estate?**

Sylvia's vast experience as well as its qualities personal and dynamism makes her the ideal candidate to provide the motivation for sale including many powerful Brokers and Agents need.

**Contact us for more information at**


**1-450-661-3480**

**[info@immo-succes.com](mailto:info@immo-succes.com)**

**Testimonial of the month:**

Hi Sylvia, I started to seriously study your Realty-Success books. A real work (in terms of solicitation) – It gives you some real ways to get started...excellent! [Read more.](#) – Jean Paul Eosenous, Real Estate Broker, Laurentides.

**REALTY-SUCCESS Answer!**

Question	«  Answer »	Seal the deal and get the signature!
<p><b>You're all hard and pushy salesmen!</b></p>	<p>☺ Every day you are buying an idea, opinion, or product that someone is convincing you to buy! Asking for a commitment is not putting you under pressure when you are looking for this service! But it can seem that way when you're less certain.</p> <p>I understand you but...I am happy to be a salesperson and I'm looking forward to positively influencing the next buyer interested in your property!</p> <p><i>Mr. And Mrs. Sellers, I sincerely believe that you've found the right broker to help you close your deal in the most agreeable and worry-free way possible, just what you're looking for.</i></p> <p>☺</p> <p><i>Isn't that what you want?</i></p>	<p><b>So sign this contract, so that I can begin to help you get exactly what you're looking for.</b></p> <p><b>Sign this contract here with me!</b></p> <p>☺☺☺</p>

**Questions, comments, testimonials or just need more information? Contact us: [info@immo-succes.com](mailto:info@immo-succes.com).** As a subscriber to the REALTY-SUCCESS newsletter of the month, you have the choice of receiving this email. If you'd like to cancel your subscription please respond to this email and write « Please Unsubscribe » in the subject line.