

Breaking up is Hard to Do. When to do it, when NOT to do it... and how to do it RIGHT.

Hint: Don't take it personally



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Coach, Your Coaching Matters



**NO, OR YES,
ISN'T ABOUT YOU**



This Month's Theme Is LEAD FOLLOW-UP

**Sometimes
it's time to
let a lead go...**

**and sometimes it's
simply going to take
more follow-up.**

*(Note: they are not a "client" unless you
have a signed contract)*

**How do you tell
when it's time for
one...
or the other?**

**Let's start with
NOT TAKING IT
PERSONALLY.**

It's not personal if they CAN'T
buy or sell in this market.

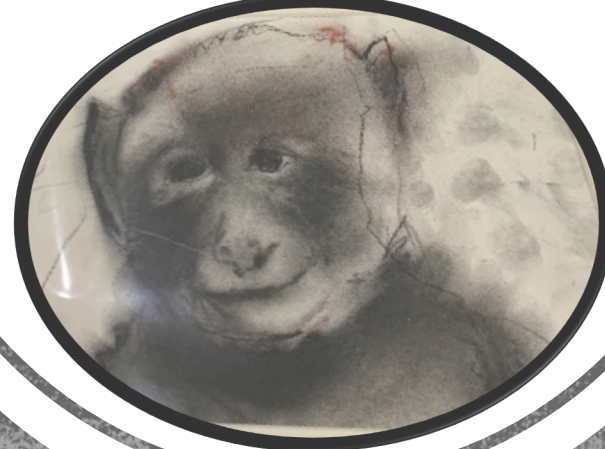
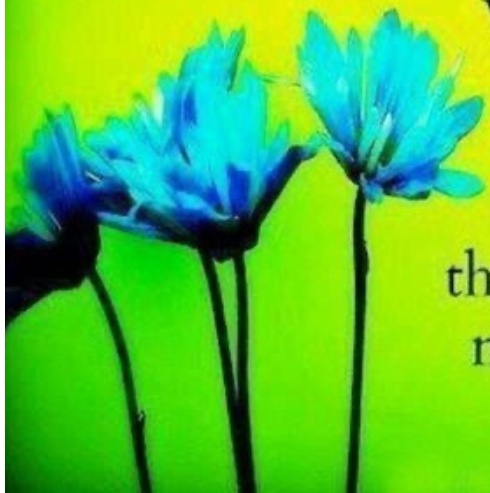
It's not personal if they decide
NOT to buy or sell in this market.

It's about THEM.



Don't take things
personally.

What other
people
say about
you is
their reality,
not yours.



Taking things personally is part of **Monkey Mind** – trouble at the border.

Some examples from Maria Nemeth's book
"Mastering Life's Energies"

*"I need more clients, but I have heard
'no' so many times that I stopped
calling."*

*"I can't believe he/she talked to me
that way!"*

*Whatever happens around you, don't take it personally...
Nothing other people do is because of you. It is because of themselves.
All people live in their own dream, in their own mind; they are in a
completely different world from the one we live in.*

*When we take something personally, we make the assumption that they
know what is in our world, and we try to impose our world on their
world.*

*Even when a situation seems so personal, even if others insult you
directly,
it has nothing to do with you.*

*What they say, what they do, and the opinions they give are according
to the agreements they have in their own minds...*

*Taking things personally makes you easy prey for these predators, the
black magicians.*

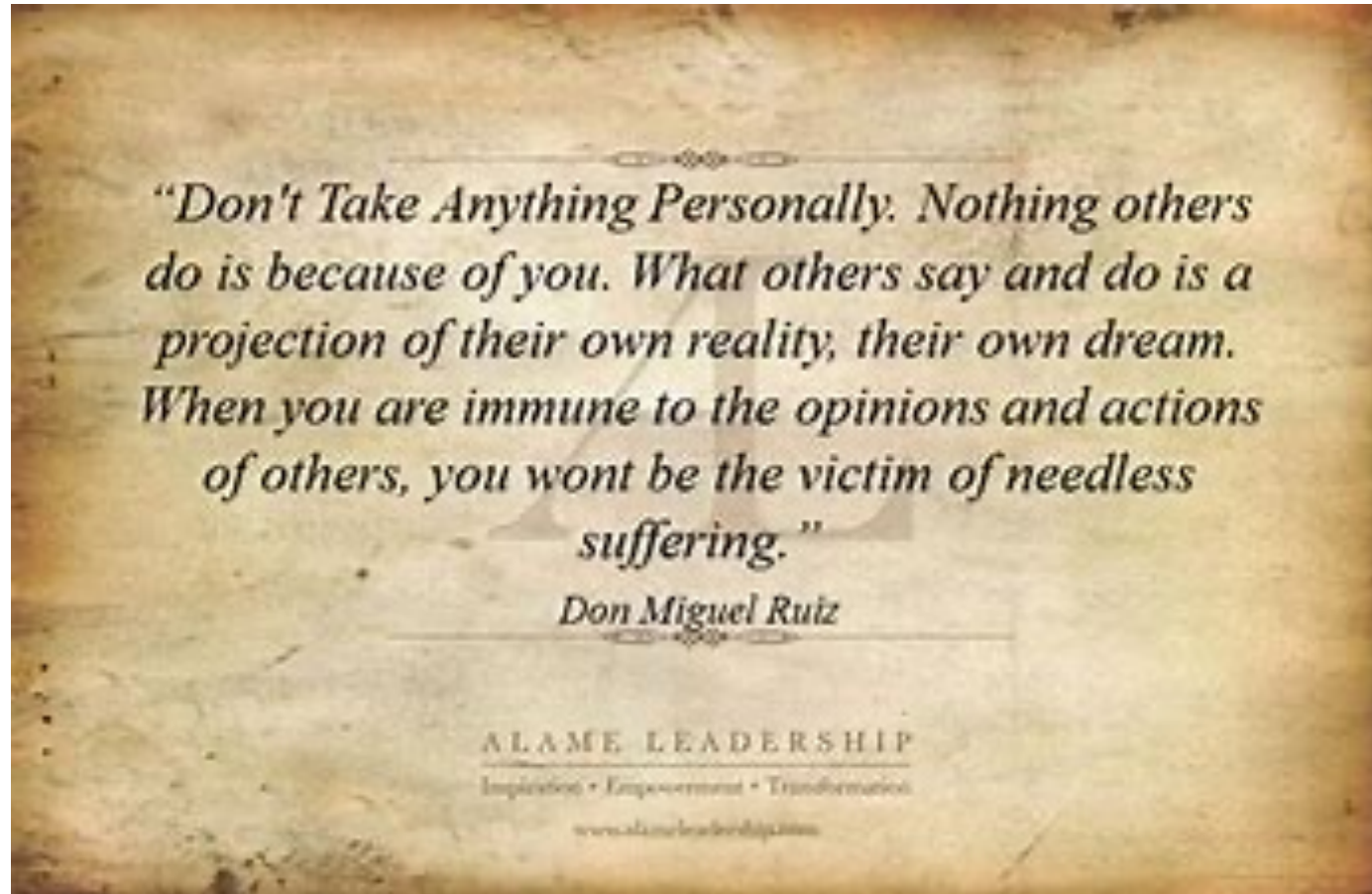
*They can hook you easily with one little opinion and feed you whatever
poison they want,
and because you take it personally, you eat it up....*

Quote from The Four Agreements, by Don Miguel Ruiz

It is
ALWAYS
about
them...
What a gift!



Why You Should Not Take Anything Personally | Don Jose Ruiz - Bing



<https://tinyurl.com/YCM2ndAgreement>

VIDEO

**TINYURL.COM/YCM2
NDAGREEMENT**



NOW THAT WE ARE CLEAR IT'S NOT ABOUT US

How do you know when it's time
to persevere... to NOT GIVE UP.

And how do you know if it's
time to let them go, and do
a "Positive" BREAK UP?

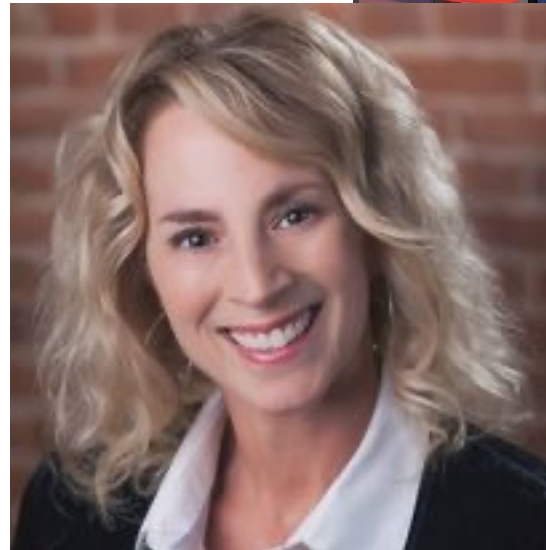


When IS IT time to STICK?

Let me introduce you to Lori Sweeney... one of our Great Clients.

Lori does not Quit on Leads easily.

Tell us about how YOU decide to keep going Lori!



"Do you want to achieve success? If your answer is 'yes', then you need to get more no's. This book will show you why and how."
- Darren Hardy, Publisher, *SUCCESS* magazine

GO FOR NO!

YES is the destination
NO is how you get there

RICHARD FENTON & ANDREA WALTZ

We just sent Lori the book

GO FOR NO!

Who else has read it?

Who hasn't?

**Who of those who have not read
it are willing to call 10
outstanding Leads
IMMEDIATELY
And GO FOR NO!**



Criteria To Stick

Write Yours Out!

Some Ideas:

1. MOTIVATION – If they MUST buy or sell... STICK UNTIL THEY DO IT. This one trumps everything...
2. They are in the area you specialize in. STICK UNTIL THEY KICK YOU AWAY.
3. They are OVER your average price and 1&2 above.
4. They are willing to meet you in person (CITTO) for a Presentation.
5. If buying, are willing to meet the criteria you set for Buyers to Commit to! **Must have this now...a Criteria for Buyers.**
6. What else?



Criteria To Break Up

Write Yours Out!

Some Ideas:

1. MOTIVATION – Low – *If I find X then MAYBE...*
2. They are out of your primary area.
3. They are under your average price.
4. They are not willing to meet. Even on Zoom.
5. They won't look at your PRESENTATION.
6. They won't talk to a lender.
7. What else?



HOW To Break Up

Have a plan...
Write it Out!

Some Ideas:

- If low motivation... tell them the truth... Unless they are good otherwise, say you wish you could help but wish them well (*or refer to someone you don't care for*)



- If out of area or price range, tell them it's out of your area of expertise and either refer or wish them the best.
- If they won't meet or talk to a lender, let them know you don't know how to help them until..
- **ALWAYS CLOSE THE LOOP. Do not let them expect to hear from you and not hear from you!**



It really does all boil
down to Mindset
So, let's practice that...



1) You are driving on the freeway, and someone cuts in front of you.

- How do you react? Why?
- What story do you tell yourself?
- Where is the evidence?
- What could you tell yourself instead?

2) A For Sale By Owner hangs up on you after cursing you out.

- What story do you tell yourself?
- What could you tell yourself instead?
- Which story will help you pick the phone up and dial again?

3) You called a lead 4 times, emailed 3 times, sent a note in the mail... and nothing.

- What story do you tell yourself?
- What could you tell yourself instead?

Breakout



From ☹️ to 😊 - **it's in the story you tell yourself.**

It's time for a short break-out session. During the break-out please share with your partner something you've taken personally.

Think about your mindset, and perhaps consider what it is that you said to yourself (either out loud or in your head).

Then, take a moment to create a new story to tell yourself in the future.

Partners help each other out to think of creative ideas.



**In closing... here
are some things
to
help yourself
shift your
mindset to
Not Take Things
Personally**

- ❖ Get enough rest
- ❖ Practice gratitude
- ❖ Meditation
- ❖ Support system
- ❖ Exercise