

Your 'Trust' Evaluator

Evaluate yourself on how well you establish trust in relationships. "4" is high; "1" is low. Managers: Use this with your agents in a sales meeting to have a provocative discussion.

The skill Rating

Email communication: You watch the 'predicate' words used by the potential client (look, hear, feel verbs) and mirror them.	
On the phone: You mirror the pace, tone, and modulations of the potential client to create rapport.	
In person: You are conscious where you stand/sit/ and your movements to mirror the client to create rapport and partnering.	
Location of your presentation: If in the client's home—you sit at the kitchen table, (or someplace comfortable and cozy) beside the clients to increase rapport and partnering.	
Negotiation expertise: You have taken at least one course in negotiation skills and explain that to your clients to create more rapport and trust.	
Surveys: You use surveys at closing for every closing. If you do not receive a survey back, you call to get feedback. You fix it fax to assure higher customer satisfaction and retention.	
Thorough evaluation: You evaluate yourself from 3 perspectives: your own goals, your coach's feedback, and feedback from your 'audience' (your client).	
Written interview process: You use a written interview process for all clients to uncover important client needs, provide a professional presentation, qualify, and assure you are serving the client's best interests.	
Visual presentation: You always use a visual presentation for each point of contact: pre-first visit package, presentations, and follow-up reports to hold yourself accountable and provide client trust.	
Substantive proof: You do not predict the future verbally; you show past trends, trends now, and educate the client so the client can make the best decision for himself.	
Ask, not tell first: You do not assume you know what the client wants; you ask extensive questions in the right order to respect and respond to client needs.	
Prove your value: You provide information that has value to the client prior to attempting to get the client to work with you. You earn client trust, not demand it.	
Do you care: You work hard to prove to the client you care more about the client than the commission you will get.	

Tell the truth attractively: You let the evidence speak for you. You don't tell the client something bad will happen if they don't act now.	
Evaluating the client: You look at the client as a long-term investment, not a one-time 'take the money and run' commission.	
Tough love: If you cannot deliver what the client wants (sell an over-priced listing, find a home for what the buyer wants to pay, etc.), you speak honestly and turn the client down.	
Re-cap if things aren't going well: At any time during the transaction, you have the intestinal fortitude to sit down with the clients and review, and 'tell the truth attractively' about their needs, desires, and the reality.	
All about you: You don't disrupt your listing or buyer's presentation with a brag paragraph/testimonials about you. Your 'Book of Greatness' precedes you and goes with the delivery of your pre-first visit package.	

What can Carla Cross & Co. do for you?

Help you develop your sales and management career

In-person speaking: Carla speaks to companies and associations on subjects focusing on business development and 'people development'. Her specialty is management.

Resources: Carla's 6 internationally published books and 20 programs for real estate professionals provide both training and ready-to-use materials for agents and managers.

Coaching: Carla Cross Coaching provides individual and small group coaching to real estate agents and leadership.

Who is Carla Cross?

Carla Cross, President of Carla Cross & Co., is an international speaker, trainer, and coach specializing in business planning and management, with emphasis on effective 'people development'. Her strategies and programs help real estate professionals gain exceptional production and profits. Carla works with affiliates to bring sponsored events to companies and associations. She's the expert the top international franchises turn to when they want innovative coaching and training programs. She's author of 6 internationally published books and 20 productivity programs used by affiliates to support their agent clients. More of her resources are tested and recommended by CRB and CRS than any other speaker today. A former master level CRB instructor and National Realtor Educator of the Year, Carla was recently named one of 50 most influential women in real estate.

See presentations and resources to increase your trust quotient at

www.carlacross.com.



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