

*Lead Generation*  
*36:12:3*

*Power Session 1: Building  
Validity and Positioning*

Stacia Thompson and Mona Covey

Uncovering what makes you uniquely qualified to meet your customers' needs.

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# *Introduction: The Power of One*

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## Notes

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# *Power Session 1: Building Validity and Positioning*

## **In this Power Session ...**

- [1]** *Introduction*
- [2]** *Personal Validity*
- [3]** *Powerful Positioning*
- [4]** *Sprinting Past the Competition*
- [5]** *Putting It All Together*

## Notes

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# *Introduction*

## Ground Rules

1. Arrive to class on time and return promptly from breaks.
2. Move quickly when you are instructed to form small groups or partner with someone to role-play.
3. Limit your side conversations.
4. Turn your cell phones and pagers to vibrate or OFF.
5. Feel free to stand and walk around if you find yourself getting tired.
6. Accept the reality of time and participation.
7. Respect the different learning styles and opinions of others.
8. Help each other learn. None of us is as smart as all of us working together to improve our skills and knowledge.
9. Consider everything we do in class confidential. What is discussed and role-played behind closed doors *stays* behind closed doors.
10. Have fun!

# How You Will Learn

## Learning Methods

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1. In this manual, you will find:
  - **Models and systems** that are tested and proven ways of accomplishing Big Goals.
  - **Exercises and discussion** that allow you to test new skills and clarify your thinking in a safe environment.
  - **Stories, lessons learned, anecdotes, and advice** from top agents who offer invaluable insights.
2. Your classroom learning experience will be enhanced by:
  - **PowerPoint slides** to help keep you on track with the topics inside the course manual.
  - **KWConnect videos** to enrich your understanding of the course material. Watch for the camera icon in your course materials.
  - **Your classmates and instructor.** Don't underestimate the value of what you can learn from your peers, who ask great questions, who share their experiences, and who participate in exercises with you.

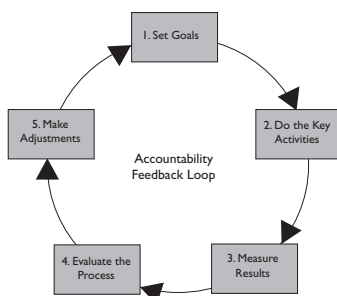
## Accountability Methods

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Accountability is, in the KW experience, the most crucial part of goal achievement. To support your goal setting, we recommend you:

1. Develop a Lead Generation Action Plan. At the end of this course, you will create a plan that outlines the specific actions you will take to achieve your lead generation goals. You will also create a calendar that helps you schedule your specific activities into your daily 3 hours of lead generation time.
2. Select an accountability partner or program to help you measure, evaluate, and make adjustments to your Action Plan. Look to the following resources for an accountability relationship:

- KW MAPS Institute individual and group coaching
- Market Center Productivity Coach
- Team Leader
- ALC Members
- Peers





# Why You Are Here

## You Are a Real Estate Professional

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*Read, underline, and share ...*

You are a real estate professional. You are wholly qualified to competently handle a real estate transaction, to deliver superior customer service, and to give your customers professional, life-changing advice. Your real estate experience thus far, plus your personal history, no matter what it is, make you uniquely competent for this job.

So, have you told the world?

And at your core, are you confident about what people are paying you for?

**G**ary Keller tells the story of being a Team Leader and watching agents get caught in the image trap.

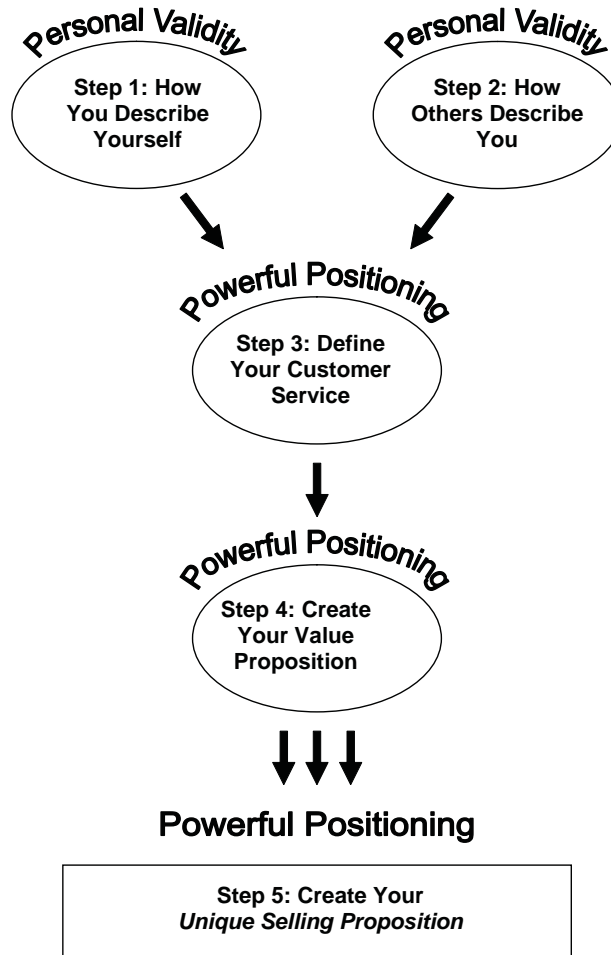
He says, “What happened is agents would get into real estate but then feel like they could not take action until they had business cards. I’m telling you, they literally would not do anything until they had their business cards in their hands, because they didn’t think they were valid businesspeople without business cards. This never ceased to surprise and amaze me. It’s never the business card that makes you a valid real estate professional. Validity is nothing more than feeling at your core very good and confident about who you are and communicating that value to potential customers. Validity is the customer believing and trusting their business to you. I’d always just tell those agents to stop waiting on the business cards and get out in the marketplace.”



Tuck your modesty away. By the end of this session, you’ll be ready to declare in specific terms why you’re the best person for the job for your customer. In doing so, you’ll create your Unique Selling Proposition (USP). With your internal command of validity and external fluency of service, you will be ready to assume number one position in potential customers’ minds!

In this Session, we'll follow a five-step model to building your USP.

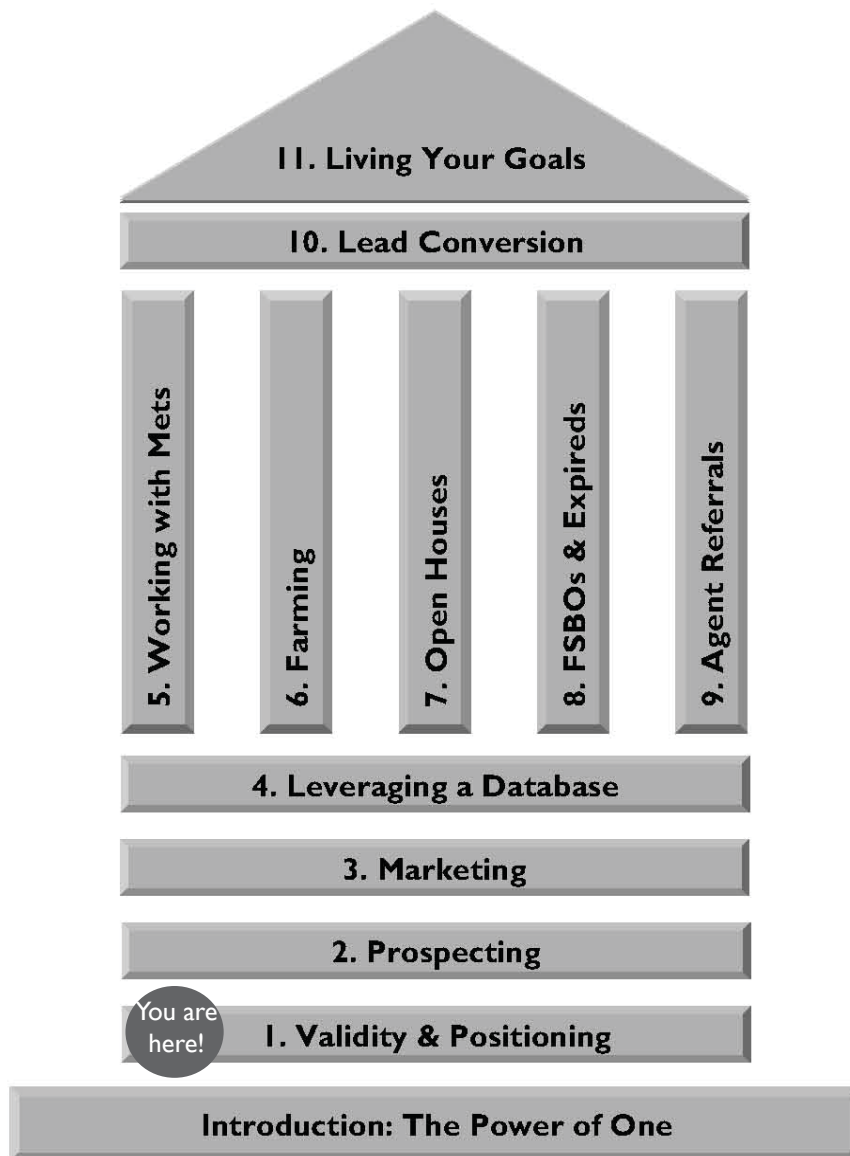
## Building Your USP



## Lead Generation 36:12:3 Course Map

In this exercise-rich Power Session, you will identify what makes you a valid real estate professional, and how you can use this validity to outwardly position yourself. By the end of this session, you'll have crafted your Unique Selling Proposition (USP). With a USP in hand, you'll be ready to start structuring your lead generation techniques in *Power Session 2: Prospecting* and *Power Session 3: Marketing*.

### Lead Generation 36:12:3 Course Map



## What Will Make This a Great Training Experience

- 
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- 
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# Personal Validity

Your personal validity comes from knowing exactly what it is you bring to the table. It comes from incorporating specific strengths into your personal self talk and your self image. It comes from knowing who you are in terms of skills and attitudes.



“Who are you?  
Who, who, who,  
who? I really wanna  
know!”

THE WHO  
ENGLISH ROCK BAND

Understanding and being able to articulate your personal validity will give you confidence in your business. However, its significance dwells at a level deeper than your nerves. As Dave Jenks, coauthor and KWU Master Faculty, explains, “Validity is at the foundation of everything. It underlies everything you promote.”

If you want your message to resonate in a meaningful way with your customers, it has to be built sincerely on who you are and what your true abilities are. The good news is that *you already are everything that you need to communicate to your customers*. There is nothing that you need to buy, and there is nothing that has to be printed in order for you to be a valid real estate professional.

## What makes you valid?

The knowledge, attitudes, skills, and beliefs  
*you already have.*

You can draw upon two important sources for the words and phrases that you’ll use to clarify for yourself who you are. These are Steps 1 and 2 of the five-step model to building your USP:

- **Step 1:** The words and phrases that you would use to describe yourself.
- **Step 2:** The words and phrases that others use to describe you.

## Step 1: How You Describe Yourself

No matter what your story is, along the way you have collected knowledge, attitudes, skills, and beliefs that make you uniquely qualified to be your customer's real estate agent.

- If you spent the past ten years raising children, you may have superior group management, conflict resolution, and negotiating skills.
- If you've been the treasurer for your church, you may have impeccable integrity and financial skills.
- If you've been an engineer, you may excel at implementing systems and handling details.

Gary Keller started in real estate at the age of 21. He had a real estate degree, and not much else to list on his résumé. That degree was plenty, though, to give him validity. "I referenced it constantly," he says.

David Raesz, a top agent with the The Raesz Team from Austin, Texas, says that when he thinks about his personal validity, he puts it in terms of the important lessons that he's learned. "My father taught me to work hard," he says, "and Gary Keller taught me to work smart." These skills, plus his personal commitment to integrity, ground him in the validity that he brings to every presentation.

Describing yourself is a two-part process.

1. Examine your experience.
2. Make it real estate relevant.

If you try to run without knowing how to walk, chances are good that you'll end up looking funny. On the following page, we'll walk through these parts. Then, we'll actually do it. By the end of this session, you'll be sprinting with ease.

## Part 1: Examine Your Experience

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Examine your experience with an eye to the knowledge, attitudes, skills, and beliefs you've accumulated. Make notes as you think through your experience. And forget about being modest. As the Canadian-American economist John Kenneth Galbraith said, "Modesty is a vastly overrated virtue."

1. Start with your résumé. What is on it? What have you done and what can you do?
2. Then, consider what you know. Did you study something in school? What have your experiences taught you?
3. Finally what attitudes and beliefs have you accumulated as a result of your experience?

## Part 2: Make It Real Estate Relevant

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Now think through how your knowledge, skills, and attitudes can be of benefit to your customers. All of your experience is real estate relevant. If you don't see it, look at it from another angle. Even if you haven't articulated it to yourself, you have already used your experience to help your customers. How did your personal experience make you especially helpful to a customer? How could you use it in the future?

When considering how to make it real estate relevant, think about what buyers and sellers say are the most important factors to them when choosing a real estate agent.

According to the “2006 NAR Profile of Home Buyers and Sellers,” buyers and sellers said that they wanted

<b>Most Important Factors</b>				
	<b>Buyers</b>	<b>%</b>	<b>Sellers</b>	<b>%</b>
1.	Agent is honest and trustworthy	25%	Reputation of real estate agent	35%
2.	Agent’s reputation	23%	Agent is honest and trustworthy	21%
3.	Agent is friend or family member	16%	Agent is friend or family member	15%
4.	Agent’s knowledge of the neighborhood	13%	Agent’s knowledge of the neighborhood	11%
5.	Agent has a caring personality/good listener	12%	Agent’s association with a particular firm	6%
6.	Other	5%	Agent has a caring personality/good listener	5%
7.	Agent’s association with a particular firm	4%	Other	5%
8.	Agent’s professional designations	1%	Agent’s professional designations	2%

## **Exercise**

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### **How You Describe Yourself**

#### **Directions:**

1. Thoughtfully answer the questions on the following page.
2. Your instructor will guide you from there.

**Time:** 20 minutes

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<b>How You Describe Yourself</b>	
<b>What's on Your Résumé?</b>	
<b>What are some of the jobs that you've had?</b>	
<b>What tasks did you perform in those jobs?</b>	
<b>What skills did you develop as a result of performing those tasks?</b>	
<b>What Do You Know?</b>	
<b>Who has been an influence in your life?</b>	
<b>What did you learn from them?</b>	
<b>What has been an influence in your life?</b>	
<b>What did you learn from these things?</b>	
<b>What kind of specialized knowledge do you have?</b> (For example, do you follow every home and gardening show? Do you have a college degree? Have you had religious instruction? Do you know how to work on a car? Have you become technologically adept? Do you know how to invest? Do you know how to groom dogs?)	
<b>What Attitudes and Beliefs Do You Hold?</b>	
<b>What attitudes and beliefs have you accumulated as a result of your experience?</b>	

## How You Describe Yourself

### Make It Real Estate Relevant

For each circled word, write a phrase that makes it real estate relevant.

## Discussion

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### How Did You Make It Real Estate Relevant?

1. Pick a phrase to share with the group.
2. State your original word and describe how you t made it real estate relevant.

**Time:** 10 minutes

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## Step 2: How Others Describe You

The words and phrases that others would use to describe you are a compelling part of your validity. Third-party endorsements and testimonials complete your self-perception of the knowledge, attitudes, skills, and beliefs you offer—they're indicators of your strengths. They also offer a persuasive picture of your integrity to your potential customers.

When sketching the picture of how others see you, think about

- The people you care about. These may be people who love you, like family members and close friends. How would they describe you?
- The people you respect, like your teachers, your business partners, colleagues, or coaches. How have you dealt with them? What might they have noticed about you?
- The people you have great business relationships with, like your vendors or your service providers. What has working with you been like for them? Why is it a great business relationship?
- Your past customers. How would they describe your service? What is one notable thing that you did for them?

### Exercise

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#### How Others Describe You

##### Directions:

1. Complete the table on the following page.
2. Share your answers with the class.

**Time:** 10 minutes

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**How Others Describe You**

**People You Care About**

**Think about people who love you. Write the words that they would use to describe you.**

**People You Respect**

**Think about the people you respect. How have you dealt with them? What have they noticed about you? Write the words that they would use.**

**People You Have Great Business Relationships With**

**Think about your past customers. What has working with you been like for them? Why is it a great business relationship? Write the words that they would use.**

**Your Past Customers**

**Think about your past customers. How would they describe your service? What is one notable thing that you did for them? Write the words that they would use.**

## Collecting What Others Say

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Presenting to potential customers what others have said about you is a tremendous way of underscoring your validity.

Rick Hale, owner of Rick Hale and Associates and Operating Principal (OP) of several Market Centers in Atlanta, Georgia, says, “The customer wants to be confident about your value. If a third party conveys that value with integrity, then usually you’ve got a new customer.” Rick has collected many of these statements and provides them to potential new customers. These testimonials validate the competency of his knowledge, attitudes, skills, and beliefs.

Collecting these statements is easy. If a customer or business partner thanks you, in person, on the phone, in email, or in a personal note, just ask if you can use what they’ve said and their name. You may want to include their title as well if it’s noteworthy, such as “Mayor” or “Business Owner.” Alternately, “Customer” and “Repeat Customer” are powerful identifiers.

Keep what others have said about you posted in your work space. It creates an atmosphere of energy and accentuates your validity.

*“You can never underestimate the power of third-party endorsement.”*

DAVE JENKS  
COAUTHOR AND  
KWU MASTER FACULTY  
WHITE PLAINS, NY

## Exercise

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### Collect a Testimonial

#### Directions:

1. Think of somebody you’ve done business with, you have a great relationship with, and you don’t have a testimonial from.
2. Get out your phone and call them. Leave a message if you get voicemail.
3. Ask them if they mind jotting down a few words about what it was like doing business with you and emailing those to you. You may want to guide them to a testimonial. For example, you could say:

“It was a great pleasure doing business with you. By the way ...

- If there is anything about who I am as a person, like my integrity or my honesty,
- If there is anything about my level of service, like my commitment to exceeding expectations,
- If there is anything about my services, like how I make the process easier, that made working with me a positive experience, I’d love it if you could jot that down and email it to me. I’m collecting comments from my favorite customers for potential future customers.”

4. Thank them.

**Time:** 5 minutes

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## Notes

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# Powerful Positioning

Positioning is about standing apart from the crowd. There are lots of real estate agents who have licenses. There are no other realtors with your unique history and your understanding of your personal validity. There are no other realtors who can articulate their customer service, Value Proposition (VP), and ultimately their USP as you will.

When you are able to articulate what makes you different, you'll be able to powerfully position yourself. When your desired customer base thinks of real estate, they will think of you!



When we think about real estate being a local business driven by the agent, this means that your business is driven by who you are. Understanding this concept in and of itself can set you apart from other agents in your market. Knowing how to use it will help to ensure that you're powerfully positioned. In this section, you'll learn how to use it. You'll use your validity as a starting block, and you'll articulate who you are in your market by following Steps 3 through 5 of the five-step model to building your USP. These are:

- **Step 3:** Defining your customer service
- **Step 4:** Creating your VP by transforming service offerings into benefits
- **Step 5:** Creating your USP by combining your validity, services, and VP

*Real estate is a local business driven by the agent.*

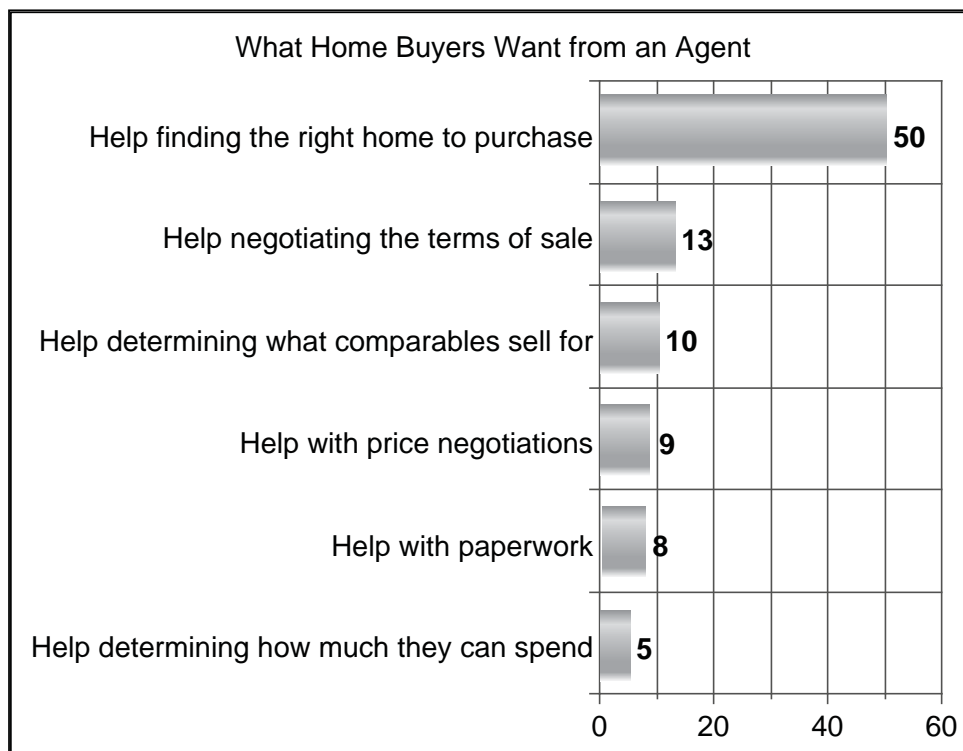
## Step 3: Defining Your Customer Service

What services do you offer your customers? Your customer service offering includes the real estate-relevant phrases that you listed earlier as part of your personal validity, the services that you offer to buyers and sellers, and characteristics about how you work.

### What Services Do Buyers Want?

When defining your customer service package, think about what buyers say that they want from you.

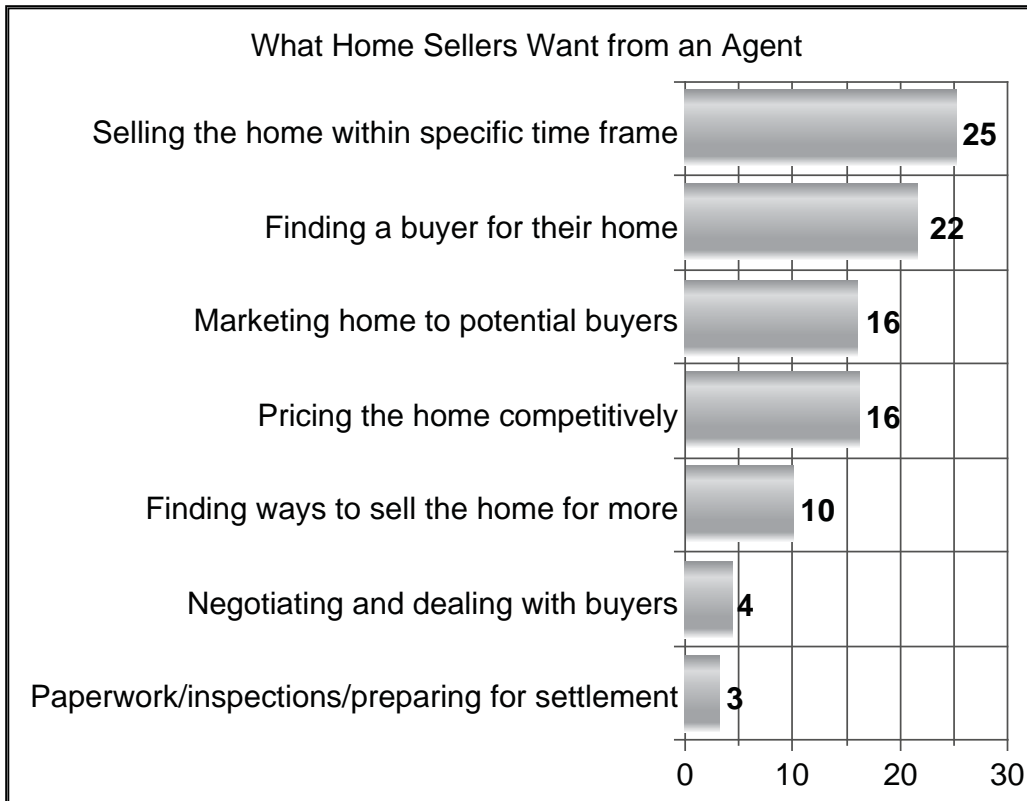
According to the “2006 NAR Profile of Home Buyers and Sellers,” buyers said that they wanted:





## What Services Do Sellers Want?

According to the same NAR profile, sellers said that they wanted:



## What Services Do You Offer?

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The services you offer to buyers and sellers most likely includes:

1. Analyzing needs and wants, helping the seller clarify the motivating reason to sell, and determining the seller's timetable.
2. Determining the best selling price strategy given current market conditions, and showing the resulting net sheet.
3. Advising on repairs and improvements, and providing staging strategies.
4. Developing a marketing plan and establishing a marketing timetable.
5. Evaluating offers.
6. Negotiating counteroffers, and advising on final terms and conditions.
7. Preparing the post-contract work list, and advising on repairs and vendor services.
8. Coordinating and supervising document preparation and providing pre-closing consulting.
9. Reviewing closing documents, resolving last-minute issues, and completing the transaction.
10. Coordinating the move-in and assisting with post-closing issues.

Additionally, you may be educating them on the process and giving them peace of mind.

Note: See the KWU course, *Delivering Customer Value* for more information on defining customer services.

## Exercise

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### What Do You Offer?

#### Directions:

1. Itemize the services you offer on the following page. Include relevant real estate phrases that you specified in Step 1, some of the customer services that you excel in, and any other relevant aspects of working with you. Don't worry about the benefits of these services or about making these unique for now. You'll do that later. For now, concentrate on creating your list. There is no correct number to list. Just make it a list that you find interesting.

**Time:** 10 minutes

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**What I Do For My Customers  
(My Services)**

A large, empty rectangular box with a thin black border, intended for the user to list their services for customers. The box occupies most of the page's central area.

## Step 4: Creating Your VP by Transforming Service Offerings into Benefits

Your Value Proposition (VP) distills your service offerings into a tight set of benefits for your customer. It says what you're doing for the customer to earn your commission. It helps to explain the complexity of what you do and it helps to keep you accountable to high standards.

A basic sales skill is the ability to state things in powerful, customer-focused ways. It is in this context that you will describe your service. It's like transforming the features of a home into benefits for the buyer. Have you ever described "a fenced in backyard," as "a safe place for children to play?" The best sales people are always listening to the needs and values of their customers. They translate what they say into customer-specific benefits.

For example, if you are bilingual, your benefit to the customer may be: *You have access to a large pool of potential buyers for your home who are often overlooked by other agents.* This benefit imparts to customers the importance of marketing, and it keeps you accountable to marketing the listing in bilingual venues.

If you use Interactive Voice Response (IVR) call capture, your benefit to your customer may be: *You can have confidence that your potential buyers are qualified, because I screen them quickly and efficiently with the help of cutting-edge technology.* This benefit imparts to customers the importance of screening buyers, and it keeps you accountable to a timely response to your IVR leads.

Linda McKissack, top agent with the McKissack Realty Group from Denton, Texas, is a master of stating a benefit. Instead of telling customers that she will put their listing on the MLS, which is a feature, she explains that she will immediately notify every professional in the market of the listing, and she will let them know why they should bring their qualified buyers, a profound benefit to the customer!

**R**ick Geha has had many roles at Keller Williams Realty, including OP of multiple Market Centers and KWU Master Faculty. He explains the relationship between having a compelling VP and growing your business.

He says, "Your Value Proposition is multifaceted, like several points on a star. Each point should show your service to the customer. The customer shouldn't have any choice, but to go silent. And that's what we want. We want that jaw-dropped-open like 'yeah, we're going to list with you.'"



*“People buy benefits. When presented with awards or credentials, the customer asks ‘So what?’ ‘What difference does that make to me?’”*

DICK DILLINGHAM  
FACULTY AMBASSADOR  
KELLER WILLIAMS REALTY  
INTL.  
AUSTIN, TEXAS

<b>Example Value Proposition</b>	
<b>My Services</b>	<b>My Benefits (Therefore, you, the customer, gets ...)</b>
<p><b>My Values</b></p> <p>Professional courtesy</p> <p>Integrity</p>	<p>You enjoy a smooth contract-to-close process because I build strong relationships with customers and their agents.</p> <p>You get honest, dedicated service and the confidence that I'll keep the promises I make.</p>
<p><b>My Special Knowledge and Expertise</b></p> <p>Spanish-English bilingual</p> <p>Born and raised here in Spruceville</p>	<p>You have access to a large pool of potential buyers for your home who are often overlooked by other agents.</p> <p>You make sound real estate decisions based on my expert knowledge of the market.</p>
<p><b>My/Our Stats</b></p> <p>My office averages 98.9% of listing price.</p>	<p>You get the best sale price for your home due to our strong training in negotiation.</p>
<p><b>My Buyers' and Sellers' Network</b></p> <p>My Market Center has more than 100 agents.</p> <p>I'm active in several local organizations and charities.</p> <p>I use IVR (call capture).</p>	<p>You have immediate connections to thousands of buyers and sellers in the area.</p> <p>You have access to the dozens of potential buyers and sellers I meet every week.</p> <p>You have confidence your potential buyers are qualified because I screen them quickly and efficiently with the help of cutting-edge technology.</p>
<p><b>My Office/ Team/Market Center</b></p> <p>My Market Center has staff transaction specialists to review contracts.</p> <p>My Market Center has more than 100 agents.</p> <p>I work from a laptop that I take with me wherever I go.</p>	<p>You have confidence that your contract will contain no hidden surprises.</p> <p>You have access to the collective wisdom of the best professionals in our market to get the answers you need.</p> <p>You always have access to the latest, most accurate information because I have the resources for any on-the-spot research you need.</p>
<p><b>My Services and Marketing</b></p> <p>We post listings on multiple websites, use virtual tours, and post six or more images of your home.</p>	<p>Your home will be exposed to a maximum of potential customers through the Internet, signs, websites, tours, and images.</p>

## Exercise

### What Benefits Do You Offer?

#### Directions:

1. Refer to your list from Step 3 and on the following page, craft up to 10 benefits. These comprise your Value Proposition (VP). Think about trying to elicit the positive, jaw-dropping response that Rick described. Some of the benefits that you describe may be unique. Don't worry now about having a statement that nobody else has, though.
  - In composing your VP, select words that have powerful connotations for the customer. You may want to select words from the list below:

Accessible	Dependable	Imaginative	Reliable
Accurate	Detail-oriented	Ingenious	Resourceful
Adept	Dynamic	Innovative	Respectful
Aggressive	Educated	Inquisitive	Responsible
Analytical	Effective	Intuitive	Responsive
Articulate	Efficient	Irreplaceable	Seasoned
Bilingual	Empathetic	Knowledgeable	Serious
Caring	Empowering	Multitalented	Service-oriented
Clean	Energetic	Organized	Skilled
Committed	Enthusiastic	Outgoing	Spirited
Compassionate	Experienced	Outstanding	Successful
Competent	Expert	Patient	Talented
Confident	Fast	Perceptive	Timely
Confidential	Flexible	Personable	Trained
Considerate	Focused	Poised	Trustworthy
Consistent	Friendly	Polished	Understanding
Consultative	Guaranteed	Practical	Upbeat
Cooperative	Happy	Predictable	Versatile
Courteous	Hardworking	Productive	Willing
Creative	Highly motivated	Professional	Worldly
Credible	Honest	Punctual	
Dedicated	Humorous	Qualified	

Note: You may also want to refer to the book that Dave Jenks recommends, *Words that Sell* by Richard Bayan, for powerful words that customers respond to.

- Be sure to phrase your VP in terms of what the customer “gets” as a result of your service.

**Time:** 15 minutes

<b>Value Proposition</b>	
<b>My Services</b>	<b>My Benefits (Therefore, you, the customer, gets ...)</b>



## Exercise

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### The Benefit of Sharing Benefits

**Directions:**

1. Select one of your benefits.
2. Share your benefit with the class.
3. Revise a benefit.
4. Share your revised benefit with the class.

**Time:** 10 minutes

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## Step 5: Creating Your USP by Combining Your Validity, Services, and VP

Your Unique Selling Proposition (USP) is your unique, memorable, and persuasive statement that expresses the true value of working with you. It's your advance presentation. It's what gets your foot in the door so that you're sitting at the table. It should set you apart, allowing you to position yourself in the market.

You can take different strategies in making your statement unique. "Unique," as Dave Jenks says, "doesn't necessarily mean that no one else has ever done it."

Your statement could be unique by

- Presenting a truly different and unique service
- Tweaking a service
- Its clever and unique wording

For example, your USP could tweak a service, like Cari Vinci, KW agent from Auburn, California, does. She markets herself as a "Realtor and Monopoly Coach." On her website she writes that she has created an Inner Circle for investing customers. It states, "The purpose of the Inner Circle is to take Investors to the next level, to help members expand their wealth, and to have FUN! The group consists of Investors who actively play the game of Monopoly with actual Real Estate."

Finally, you can make your USP original through unusual wording. You don't have to be a writer to craft your clever phrasing. It can be as easy as taking any service that you would normally offer, and giving it a title, like "John Smith's Five-Step Guaranteed Sale Program."

## Exercise

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### What is Your USP?

#### Directions:

1. Select your best Value Proposition and make it unique. Think about the unique services that you offer, how you might be able uniquely phrase what you're doing, or some combination. Refer back to the previous steps for material about who you are. And remember to keep it simple!
2. Clip out your USP and prepare to use it in future sessions and in generating your future business!

**Time:** 10 minutes

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**My USP**



## Notes

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# *Sprinting Past the Competition*

You have a foundation now for your personal validity, and you are grounded in why you are uniquely qualified to be a real estate professional. You walked through the steps of defining your personal validity. Perhaps you began to stretch yourself a bit when you asked for a testimonial. The true work may have begun when you were asked to develop powerful positioning statements. You selected services, transformed these into benefits, and finally pushed yourself to create your own USP. Now you're ready. You've got a USP that can position you as the agent of choice in your desired customer base.



## What's the power of your USP?

Validity and positioning in your presentation!

Mike Ferry, prominent real estate coach and trainer, frequently asks students in his workshops which element of business is most important: prospecting, presentation, or closing. Students invariably answer, "Prospecting," of which Mike is a renowned trainer. When he tells them that prospecting isn't the answer, they respond with, "Closing." That's not the answer either, though. It's "Presentation." Until you master your presentation, you won't have the confidence to prospect, or the confidence to close.

The exercises you've done in this session have given you the words and phrases necessary for a winning presentation.

Your USP is ready for you to pick it up and go!

Sprint past the competition by infusing your lead generation techniques with your USP in the following sessions, *Power Session 2: Prospecting* and *Power Session 3: Marketing*.

## Notes

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# *Putting It All Together*

Power Session Aha's

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