



THE FUNDAMENTALS

Chapter: If not you, then who?, version 1. March 2022

IF NOT YOU, THEN WHO?

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Do you find yourself looking to others to get your deals done or tempted to look for someone to blame if they don't work out? What about when they successfully close? Do you examine exactly how that happened, particularly your role in that success?

Of course, there are circumstances outside of everyone's control that cause a deal to work or die. However, in my experience *most of the time* especially for a deal that dies, the client who fires you, the lead that doesn't sign, there was something that could have been done differently to cause a better outcome.

Ownership is Everything

If you want to be your best, you must have a mindset of extreme ownership when it comes to anything you touch and own the results to the maximum for better or worse. This self inventory applies to everything, not just when you kick ass but also when you bite the dust.

Self Inventory

Whether your role is the closer (the one who generally enrolls the client), the relationship manager (aka the agent creating the deal that will close), the transaction manager (aka the back ops agent), or the engagement manager (aka the concierge/client perception agent), each of us must look at the chain of events that leads to an appointment/deal/client faltering or failing and ask tough questions of ourselves like:

WHAT ROLE DID I PLAY IN THIS NOT WORKING OUT OR THE CLIENT LOSING STEAM/TRUST OR NOT ENROLLING?

WAS MY FREQUENCY AND TYPE OF COMMUNICATION WHAT IT NEEDED TO BE TO KEEP THINGS ON TRACK AND BE SUCCESSFUL?

DID I BRING ENOUGH AGGRESSION URGENCY, AND INTENSITY TO THE CHALLENGES AT HAND?

DID I ANTICIPATE THIS OBJECTION/PROBLEM? IF NOT, WHY NOT?

DID OR AM I TRULY AND COMPLETELY OWNING MY ROLE IN THE PROCESS?

AM I WAITING FOR SOMEONE ELSE TO STEP IN TO SAVE ME HERE? DO I FEEL MYSELF PUSHING RESPONSIBILITY TO SOMEONE ELSE?

AM I MORE FOCUSED ON MAKING EXCUSES THAN GROWING AND IMPROVING IN THIS SITUATION?

If reading these questions is causing you to feel defensive or uncomfortable, that's a great thing to notice. Many people struggle with being truly responsible for their lives and the ownership role they are playing in their lives - especially when outcomes suck - and this bleeds over into their professional roles as well.

One of the hardest pills to swallow can be the realization of - if your results suck, that's on you to own and change.

But the only reason this would freak anyone out is that they don't remember the opposite is also true.

If your results are great, that's on you to own, celebrate, and create more of.



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Keeping this in mind, let's ask those same questions again but this time coming off of a successful outcome instead of a failure:

WHAT ROLE DID I PLAY IN THIS WORKING OUT AND THE CLIENT BEING TOTALLY ENROLLED AND COMPLETELY TRUSTING?

WAS MY FREQUENCY AND TYPE OF COMMUNICATION PERFECT? HOW CAN I DO EVEN BETTER NEXT TIME?

DID I BRING ENOUGH AGGRESSION, URGENCY, AND INTENSITY TO THE CHALLENGES AT HAND?

DID I ANTICIPATE THIS BEING SUCCESSFUL IN THE WAY IT WAS OR DID THIS WORK OUT DIFFERENTLY THAN I PLANNED?

DID OR AM I TRULY AND COMPLETELY OWNING MY ROLE IN THE PROCESS? WHO ELSE CONTRIBUTED AND HOW CAN I LEARN FROM THEIR CONTRIBUTIONS?

DID I WAIT FOR SOMEONE ELSE TO STEP IN TO SAVE ME DURING THIS PROCESS OR DID I TAKE RESPONSIBILITY WHEN I SHOULD HAVE?

DID I MAKE EXCUSES FOR ANY TROUBLE WE DID ENCOUNTER OR DID I FOCUS ON MAKING SOLUTIONS AND LEARNING?

Same *kinds* of questions, same purpose of taking that extreme ownership inventory, but a different feeling coming from a place of success versus falling short of the win, right?

Ownership is the Ultimate Superpower

You have the opportunity to take command in all aspects of your life when you adopt a position of ownership in everything you choose to do. Adopting this mindset will change your life and your dealings with clients. Deciding not to is being a victim to your life and your role. You may make the "victim choice" for your life, after all, it's your life. But choosing victim when a client hires you to own, is unacceptable. If you aren't up to owning, do not take the job for goodness sakes. The playing field are for those who take this shit seriously.

Ownership Versus Victim Examples

An owner says "I'm not sure, let me figure it out so we can get it resolved" - A victim says "I'm not sure, I'm not going to find out or push for information and this way I don't have to be responsible"

An owner says "This isn't my strength but I'm going to practice it or hire someone for it to be sure it's done right" - A victim says "I'm not good at this so I'm going to make sure I remind everyone how bad I am at it so they don't expect me to improve"

An owner says "Our deals keep falling apart at this certain point, what about the process needs to change or how do I need to change to fix this pattern" - A victim says "I have bad luck with buyers/sellers/appraisals/inspections/listing appointments, I guess it is what it is"

An owner says "Working with buyers is time consuming with a low chance of success, how can I create a better way to do this and how can I get additional practice" - A victim says "I hate working with buyers, I'll only do so if I'm forced too and I'll apply my minimum effort to it because they are a waste of my time"

An owner says "My clients are always referring people to me, I wonder what about my process or style is causing that so I can intentionally cause more of it?" - A victim says "I'm so lucky to get all these referrals, I guess people just like me"

An owner says "I rarely get agreement from a seller or buyer to work with me while others are getting them signed, what am I missing that I can work on to improve" - A victim says "These seller/buyers aren't serious, they don't get it, they just need some time to think about it, they are bad people, some other outside source interfered - either way, there's no way I could have done anything differently for them to sign"



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Ways to Be An Owner Today

Closers - You can refine your presentation, listening, and lead follow up/conversion skills to be so sharp that you walk into any encounter completely sure you'll get them enrolled at some point.

Relationship Agents - You can think strategically and creatively and take corresponding actions to hit your client's Perfect Deal while anticipating and handling pitfalls before they happen to make a magical solution for your client and generate a closed deal.

Transaction Managers - You can run a back ops transaction process that is automated, smooth, and error free so much so that your Relationship Agents doesn't have to give the back ops processes a second thought and you don't have to worry about costly/catastrophic errors that kill deals.

Client Perception Agents - You can intensely focus on the most efficient and effective ways to engage leads, clients, and VIP's that compliments the flow of the team's daily activities and takes the thought out of it for the Closer and Relationship Agent leaving anyone who we touch feeling valued and appreciated.

Ownership is Non Negotiable

To sum it up, to be an owner means you are actively engaging on the highest level in how you can be successful, how you can avoid failures, and when failure happens keeping your head out of the sand and deciding you're going to use that failure as an opportunity to inventory yourself and make the necessary adjustments within yourself to be successful next time.

Being on this team, in any role, **REQUIRES** an extreme ownership mindset - our clients and teammates deserve nothing less.

Most importantly **YOU** deserve nothing less.

Monie Wilder