

Out compete your ‘competitors’

It’s the single most common comment I hear from people in this business, particularly newcomers.

.....’aren’t there a lot of other people in this business now?’

This is due to the fact that it probably seems like that to them because they are spending every waking hour researching this industry – thus it dominating their brain to the point that it seems everybody is in the business.

People are scared of there being too many others out there who are going to take more than their fair share of ‘the cake’.

As far as I am concerned, in this, or any other business, it’s very rare that anyone gets more than their fair market share.

Some people get a disproportionate amount of business. Unfortunately, this means that for some others, they get a smaller share than they would like.

There’s nothing too scientific about this – it’s usually simply down to the fact that the more prolific ones are better at what they do.

‘Ah...so you mean the more successful ones advertise and market more than the others?’

Not necessarily.....

It’s not the amount of money that you spend on marketing that will give you the best returns – rather it’s the quality of your message. Also, it is a combination of a few other factors. Regardless of what these factors are, they have to be of a high standard in the ‘marketing mix’ for you to take a bigger share of the spoils.

Big hitters in this, and any other industry, aren’t really bothered about the multitude of smaller players ‘chipping away’. Good luck to them...they have to be tolerated, and yes, collectively they can be the equal of one big competitor.

In any lucrative industry there will always be competitors. It’s a good sign in lots of ways – it confirms to you that you’ve found a good market to trade in. If you want a market all to yourself – try selling betamax video recorders – then check out the competition....it’s ok...you’re gonna be fine!

The answer to the competition is to simply be better than them. Let that fear that you have about them stealing from you been the thing that drives you to simply be a better operator than the others.

What do I mean by better?

- **Better people skills - listening/problem solving**
- **Better negotiation skills – putting together a proposal that fits what they want**
- **Better rapport building skills – make them like you**
- **Better understanding of products/rates**
- **Better public speaking skills**
- **Better understanding of what’s happening in the economy – tie this in with your presentation and proposal**
- **Etc.**

Notice that I never mentioned ‘Better offers to buy’.

Money isn’t everything.

Poor operators think that it is nothing else – but everything.

They focus on giving people the very best price – usually at their own future expense – as they offer too high.

Why?

Because they subconsciously know that a more attractive price will cover over the other flaws that are evident to the seller at that point.

So they’ buy favour’ and....then perpetuate this.....

This leads to very, very average deals becoming the norm.

All this time, experienced, thoughtful operators who realise that price is just a part of the package, are not only doing high volume – but doing so at high margins.

Poor operators take things a step further by making the good operators – those people who simply do what is expected – look fabulous in comparison!

It’s not fair is it?

If you think you are underperforming as a result of always being pipped by those nasty competitors pout there...why not have a personal audit, identify your weaknesses...rectify them...then move forward?