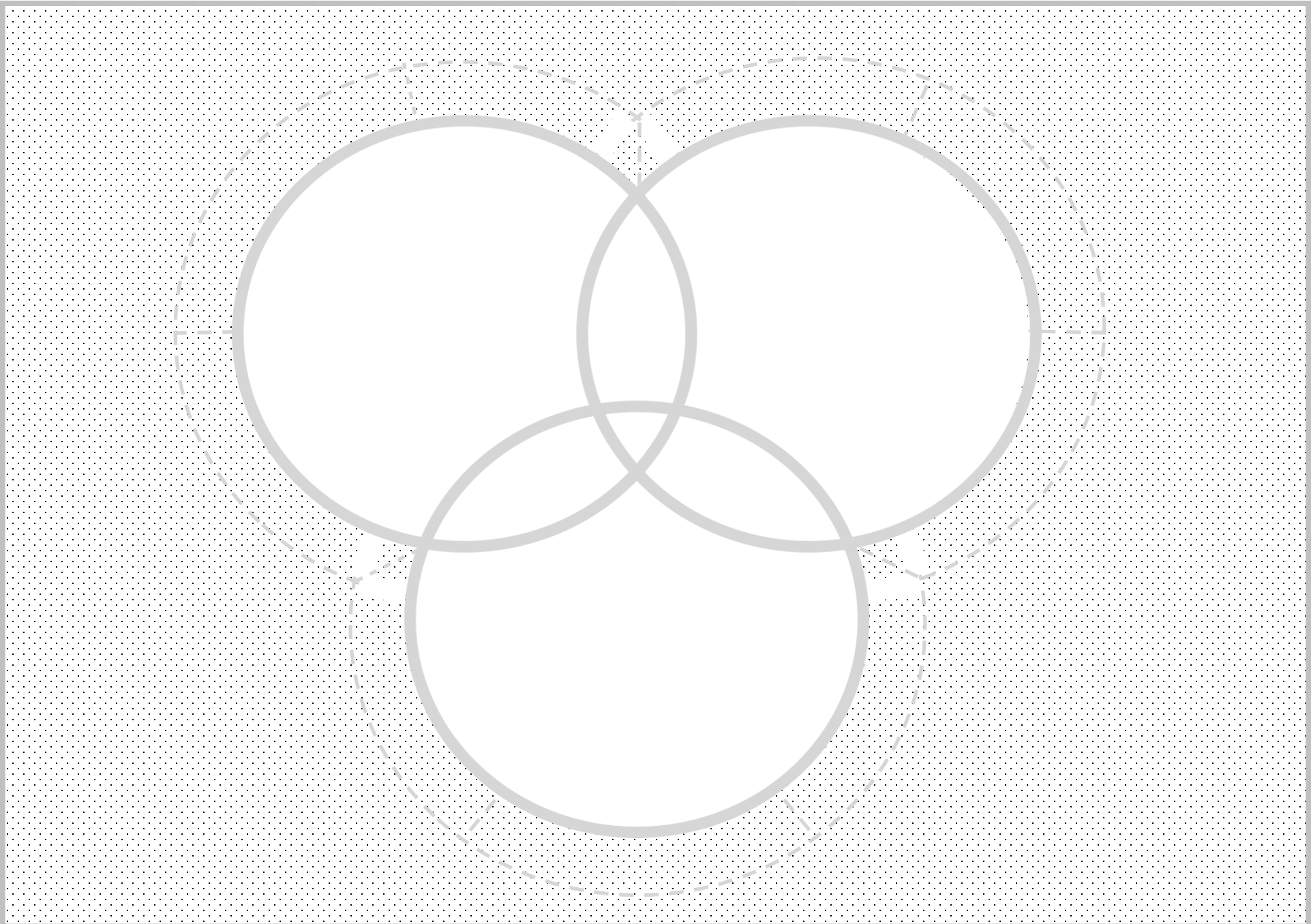


The Total Traction Model™



FIND THE DEAL

MAKE THE DEAL

GET PAID

MARKET

How well do you identify the “who”? (sellers with motivating situations)



RED = Awful

YELLOW = Needs Help

GREEN = Perfect

PINPOINT

How well do you identify the needs & wants of your motivated sellers?



RED = Awful

YELLOW = Needs Help

GREEN = Perfect

CONTRACTS

How well do you know & use the legal contracts necessary to secure a deal?



RED = Awful

YELLOW = Needs Help

GREEN = Perfect

MESSAGE

How well do you match what you say to THEIR wants, needs & motivations?



RED = Awful

YELLOW = Needs Help

GREEN = Perfect

PACKAGE

How well do you craft offers that fit & utilize all the negotiation techniques?



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GREEN = Perfect

CONFLICTS

How well do you successfully avoid the pitfalls & navigate the hurdles of each deal?



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MULTIPLICATION

How well do you REPEAT your mailing campaigns to the very same list?



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YELLOW = Needs Help

GREEN = Perfect

PERSUADE

How well do you use negotiation to move the seller from ‘no’ to ‘yes’ ?



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GREEN = Perfect

CONTROL

How well do you control all the moving parts of a deal & settle successfully?



RED = Awful

YELLOW = Needs Help

GREEN = Perfect

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YELLOW = Needs Help
GREEN = Perfect



OVERALL ASSESSMENT:
(circle one)