



# **THE 12 PILLARS OF PERSUASION**

*Proper Preparation  
Prevents Poor Performance*



# TABLE OF CONTENTS

---

INTRODUCTION	5
PILLAR 1: 30-DAY CHALLENGE (ATTITUDE IS EVERYTHING)	8
PILLAR 2: HIGH PAYOFF GUIDE	45
PILLAR 3: DAILY/WEEKLY SCOREBOARD	59
PILLAR 4: SAY THIS, NOT THAT	72
PILLAR 5: BUILDING CREDIBILITY	91
PILLAR 6: QUALIFYING	100
PILLAR 7: TWO GREAT CHOICES	110
PILLAR 8: TAKE THE PROPERTY OFF THE MARKET (TOM)	114
PILLAR 9: THE CLOSE	118
PILLAR 10: THE BUTTON-UP AND BUYERS REMORSE	122
PILLAR 11: FOLLOW UP AND ASK FOR "A" REFERRAL	124
PILLAR 12: PROSPECTING YOUR WAY TO MILLIONS	127
CONCLUSION	130
APPENDIX A: ABOUT HPA ACADEMY	131
APPENDIX B: THE FORMS	134
APPENDIX C: PERSONAL MISSION STATEMENT	156



# INTRODUCTION

---

This program guides you along the fastest path to financial success, which is closing more sales. However, for this program to be successful, you need to make a commitment. Are you willing to invest 90 days in this educational journey?

You may be thinking, “If this program is going to take my time, what are the benefits?”

Without an understanding of how you will benefit, you may not have the level of commitment needed to follow this program. The benefits are:

- You will dramatically increase your income; in fact, 70% of people who have completed the first 90 days earn six-figure incomes within the next 12 months
- You will create a salable brand in five years
- You will gain prominence in your community
- You will become debt free
- You will have financial peace of mind from a sustained income

**These are just some of the benefits of this program.**

Your company has invested time and money into introducing you to the *12 Pillars of Persuasion*. As you go through this program, your habitual thinking will be challenged. You’ll be asked to do things differently than you do them now. The focus and work ethic required by this program will take some getting used to.

The good news is you will begin to see a sizable increase in your sales within 30 days—**we guarantee it**. The question is not “will you see more sales,” but how many and how quickly will you see more sales, and that depends on how diligently you follow this program.

## *Ask yourself...*

Why do top producers close 10 percent of their sales (1 out of 10), while average sales agents close a mere 5 percent of theirs (1 out of 20)? Are the top producers really twice as good?

The short answer is, “NO!”

Individual differences between salespeople may be nominal, but the difference in results is substantial. What is the difference between a salesperson who earns \$50,000 annually compared to another who earns over \$100,000? Average income earners *just wing it*, while top producers follow a system.

There is no mystery about how to acquire the skills needed to become a highly paid producer. **It just takes focus!**

Once you have absorbed the concepts in the *12 Pillars of Persuasion*, you will be able to make solid sales presentations that give you the ability to:

- Close more sales faster
- Make serious money
- Build a business that provides a sustainable six-figure income

All of the required skills will be revealed to you in this program; therefore, it is your choice whether you'll become part of the highly paid 12 percent who earn six figures or remain in the 88 percent of real estate agents who earn less than \$40,000 a year.

## *Learn From the Best / Be the Best*

The *12 Pillars of Persuasion* program builds upon the concept of creating long-term relationships. Your goal should be to build a viable business that can be sustained. Any way you slice it, if the real estate profession is done right, the income can be SUBSTANTIAL, and after five years, you will have a business that will support your dreams.

### **A Few of the Opportunities in Real Estate Are:**

- Flexibility and freedom
- Financial security
- Meeting new people and building relationships
- Having prestige in your community
- Building a brand and a sellable business

Would you be willing to work long hours for five years to be able to retire comfortably or work fewer hours and still maintain an impressive income? It won't be easy. Like anything else important in life, it takes dedication, resolve, and consistently working a system.

Seek out the top producers in your office or community, and model their behavior and ask their advice. You will be surprised at how helpful some of them will be.

While we recommend you get with top producers, we also want you to "get with you." Nobody is going to carry you across the goal-line of life. Take personal responsibility, and realize that everyone else is busy and they don't care as much about your success as you do. Your belief in yourself is the key, and cultivating that attitude takes time and a lot of wins. Rest assured, others have done it, and so can you!

Pillar by Pillar you will build a fortress around you that will protect you from the mediocre performance of the average sales agent. Yes, this will require extra focus for 30, 60, even 90

days until you acquire the habit of making hard choices. As you already know, all the meaningful accomplishments in your life required extra effort.

Reading this material is easy to do, but it is equally easy not to do. You have to make a choice. If you are hungry for success, this program is for you. You will find your way to success by internalizing every word, and each time you read these words you are becoming the message.

## THE 12 PILLARS OF PERSUASION

1. ***30-Day Challenge***
2. ***High Payoff Activities Guide*** (HPAG)
3. ***Daily/Weekly Scoreboard*** (DWS)
4. ***Say This, Not That***
5. **Building Credibility:**
  - Part 1: Why you should listen to me
  - Part 2: Why our company is number one
  - Part 3: Why is this a smart investment
6. **QUALIFYING**
  - Part 1: Are You a Prospect or Suspect?
  - Part 2: Exclusive Buyer Relationship
7. **TWO GREAT CHOICES**
8. **TAKE THE PROPERTY OFF THE MARKET (TOM)**
9. **THE CLOSE**
10. **THE BUTTON-UP AND BUYER'S REMORSE**
11. **FOLLOW UP AND ASK FOR "A" REFERRAL**
12. **PROSPECT YOUR WAY TO MILLIONS**