



## From Assessment To Achievement: Agent Know Thy Self (Part 1)

by *Esther Muller*  
and *Dr. Michael Williams, Ph.D.*



Achievement is a product of assessment. Typically, to achieve desired outcomes, we assess our capabilities relative to the probability of achieving them. If we decide that the odds are favorable, we move forward. We assess achievement in a variety of ways, employing an array of personal and professional metrics. For residential real estate agents, professional achievement may

be measured by gross commissions, numbers of new listings, or a flow of referrals. These are transactional metrics that are easy to measure and manage. However, what metrics do agents use to assess their personal preferences and capacities, in turn professional potential? Increasingly, residential real estate professionals are using the tools of reflective practice and assessment inventories to assess their preferences, capacities, and potentials relative to work performance, achievement, and satisfaction.

These approaches to achievement can enable discovery and innovation in professional practice. Residential real estate professionals employing the tools of reflective practice coupled with assessment inventories can tap reservoirs of dormant potential. While a eureka find, harnessing the power and potential inherent in these discoveries can be challenging. Therefore, working with a coach skilled in these areas is critical in maximizing beneficial results.

### Reflective Practice

Chilean Biologist Heriberto Manurata shares, “the knowledge of knowledge compels.” Knowledge, more importantly integrated knowledge, enables residential real estate professionals to reflect, plan, and execute their business with maximum efficiency. Integrated knowledge is a product of reflection, assimilation, and experimentation. The tools of reflective practice enable real estate agents to more effectively manage actions and events presented in each client engagement. For example, employing a reflective stance with clients enables agents to more fully manage two critical aspects in the sales process. First, manage common client objections. Second, anticipate associated trends and issues that may inhibit closing a transaction.

Reflective practice generates meaningful and formative learnings that influence agents’ ability to execute. Through continual practice and coaching, agents can increase their professional effectiveness by catching themselves being reflective at critical moments in the sales process. The result: actively evaluating nuances and patterns presented by clients while fully aware of the emotional, cognitive, and environmental variables influencing each sale.

To learn more about reflective practice, go to: <http://www.ccl.org/leadership/forms/publications/publicationProductDetail.aspx?productId=1-882197-83-6&pageId=1246>

### Self-Inquiry

When we ask ourselves ‘who am I becoming?’ self-inquiry begins.

However, the methods used to inquire may differ, in turn yielding varied benefits. One approach to self-inquiry are the 5W-1H questions. We use them everyday. For example, ask yourself the following 5W-1H questions then stop and reflect, creating an undisturbed environment for reflective processing.

- What specific knowledge do clients need in order to buy now?
- Who can coach me to maximize my selling potential?
- When is the optimal time to become a member of a sales team?
- Where can I find other residential real estate professionals who engage in life-long professional development?
- Why do I believe I can be an effective office manager?
- How do I incorporate reflective practices into my professional practice?

To learn more about reflective practice, go to: <http://www.selfinquiry.org/docs/UltimateBetween-ness.pdf>

### Agent as Researcher

Capturing and analyzing data is a key skill for sales agents. Here are several activities for capturing and analyzing data in order to develop reflective responses:

- **Journaling:** Engage in self-dialogue for self-inquiry. Record questions, intentions, and solutions. Be expansive, deliberate, and non-judgmental.
- **Discussing:** Engage with key advisors. Explore aspects of your journaling with them. Identify new orientations and actions necessary to increase your business.
- **Learning:** Engage in action learning. Use reflective skills while selling; then, use the activities of self-inquiry capturing key data to discuss with others.
- **Coaching:** Work with a performance coach. Share your learnings from using the 5W-1H questions and self-inquiry with your coach. This engagement will assist your coach in developing your performance profile and productivity plan.

### Call to Action

The tools of reflective practice and self-inquiry provide residential real estate professionals with powerful skill sets for enabling personal and professional development. Become an architect-builder. Use these skills and tools to construct a more productive professional practice. Remember the choice is yours... architect or victim. Which will you choose? ■

*Esther Muller*

*Co-Founder of the Academy for Continuing Education & Master Coach*

*Tel: 646-391-7406*

*Esther@RealEstateAcademy.com*

*www.EstherMuller.com*

*www.RealEstateAcademy.com*

*Michael Williams, PhD*

*Dean of the Graduate School of Business*

*Division of Graduate Studies, Touro College*

*Tel: 973-477-6727*