

## Commercial Real Estate The Greatest Job

- There Are No Buffers
- You Must Motivate Yourself
- Face The Facts of Selling
- Open Unlimited Opportunities
- Make A Wonderful Living
- Be The Best At What You Do

### There Are No Buffers

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Selling and leasing Commercial Real Estate is one of the Greatest jobs in the world. There are no buffers between you and the reality of daily, Successes, difficulties, delays and disappointments. You often ride an emotional roller-coaster, up and down, that never seems to stop.

### You Must Motivate Yourself

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Like a front line soldier, you must get yourself up every day and go out to where the bullets of rejection fly. You must continually deal with the possibility that all your sales efforts could turn out to be in vain through no fault of your own. And you must keep on going in spite of this because your profession of selling and leasing Commercial Real Estate requires it.



### Face The Facts of Selling and Leasing Commercial Real Estate

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Selling and leasing Commercial Real Estate is not easy. It always has and it always will be. Even for the best and most experienced salespeople, it is a continual effort. You can make it easier by developing your skills in the critical areas of prospecting; presenting and closing sales, but you can never make selling an easy profession. However, once you accept that selling is not easy, it somehow becomes a little easier. When you stop expecting it to be something other than it is, much of the stress of selling goes out of it. As William James said, "The first step in dealing with any difficulty is to be willing to have it so."

## Opportunities In Commercial Real Estate

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Selling and leasing Commercial Real Estate is also a wonderful profession. It offers opportunities for the average person that is unimaginable in most countries.

*Your potential earnings are beyond what 95 percent of the world's population could ever hope for or expect. Because selling and leasing Commercial Real Estate is not easy, your activities are valuable and important and you are paid very well for carrying them out.*

As you move to the top of your field, you can earn more than a person with ten or twelve years of university education. You can eventually become financial independent. Fully five percent of self-made millionaires in America are salespeople who do their jobs extremely well.

## Make A Wonderful Living

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As a commercial real estate salesperson, the reason that you can make a wonderful living for yourself, is because making the sales and leases is difficult, and often, extremely difficult. And the longer the sales cycle, or the larger the dollar amount involved, equates to larger dollar amount on the transaction that the commissions are paid on. When you are selling and Leasing Commercial Real Estate which is a complicated or expensive product in a highly competitive market, and you do it well, you can become one of the highest paid salespersons in the sales field.



## Be The Best At What You Do

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You should get up every morning and give a silent prayer of thanks that selling and leasing Commercial Real Estate is so difficult. If it was easy, amateurs would flood the field and the amount you could earn would be greatly reduced. But because it is hellishly hard, by becoming very good at it, your future can be unlimited!

Be grateful that selling and leasing Commercial Real Estate is a tough job. It keeps the weaklings and the mediocre out of the field and enables you to be even more successful.