

Bob Wolff

Example of a Good Work Ethic

To illustrate a good work ethic that leads to success in sales, the following comes from an interview with Bob Wolff, a top real estate professional in Colorado. (Summer 1984 issue of "Real Estate Business Magazine")

Wolff's success is based largely on:

- ✓ A strong positive attitude
- ✓ Seemingly unlimited self-motivation
- ✓ Efficient time management
- ✓ Attention to detail
- ✓ A keen awareness of what people need and want from a real estate professional

Time for planning

Wolff's day usually begins at 5 a.m. when he arrives at a restaurant and spreads out his papers. After he has drunk the first of many cups of decaffeinated coffee, he begins to convert a pile of notes, messages and names into a daily schedule.

An early start

Wolff's first meetings usually begin at 6 or 6:30 a.m. in the restaurant. He has little trouble arranging for people to meet with him that early.

Numerous phone calls

His schedule requires him to make numerous phone calls. "We recently calculated that I make an average of 140 phone calls each day."

Appointments carefully scheduled - good use of time

Wolff schedules his appointments tightly and leaves no time for lengthy conversations or purposeless meetings. "We try to control our time, rather than let others control it for us."

Customer-centered

What counts is that you work with clients on a professional level, do exactly what you tell them you will do, and get results.

Well-organized

There is more to Wolff than long hours and sheer energy. His frantic pace is well-organized and in total coordination with his schedule.

Continual maintenance of prospect lists

Wolff's organization extends to his maintaining extensive lists of past, present and potential clients. He uses these lists to schedule his daily phone calls. "Our lists are probably our greatest single asset; I cannot imagine working without having them on hand."

Skilled in relationship building

Wolff's extensive lists indicate his ability to get to know people.

Ask for referrals

Clients have concluded a satisfactory business arrangement with you and are usually happy to refer other potential clients to you. Give your current clients as much attention and professional service as you can. Don't forget to ask them for other business.

Immediate follow up

Wolff follows up immediately when business is referred to him. "You have to learn to say, 'thank you.' Tell people you appreciate what they do for you."

Attitude – the most important thing

The single most important source of all business is attitude. Attitude influences the way Wolff answers the phone, treats people and greets a new customer. His positive attitude and his willingness to get to work on a problem probably provides him more business than any other source. And he has learned the importance of optimism.

Notes/Excerpts by Bob Evely