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# Mix fun with work

## Agents urged to make clients friends

By ERLE LEVEY

HAVE you ever been working and time just flies by? Do you see your clients as friends? Have people told you not to mix work and pleasure? Sales trainer Kirsty Spraggon believes experiences are everything and has crammed an incredible amount into her 32 years: living in five cities; travelling to more than 40 countries; swimming with sharks; tracking mountain gorillas and volunteering in Africa. As such, she has learnt that you can mix fun and work, and that clients can become friends.

"You are opening a relationship, not just closing a sale," the bright and bubbly Ms Spraggon told the Revitalise sales training seminar at Marcoola last week. "Be there. Care. Share."

Originally from Western Australia, Kirsty's personality, energy and enthusiasm saw her reach dizzying heights world-wide in real estate sales through repeat or referral clients due to her "customer for life" philosophy.

Kirsty grew up "working" with her father, who was a real estate agent and would have coffee, have cake, with all these

people and she thought: 'This is work?'

"Things I consider effortless I do not consider to be work," she said. "I got tired of people telling me I worked all of the time. 'What is it being one person from 9-5 then changing into this other person. It's about a blurring of the lines. Clients and friends."

"Trust, resources, sharing, empathy ... did they teach you that at school? Work experience? I thought it would be horrible to go with Dad and see what he did all day."

"You don't have to work in traditional terms. It's where relationships come in."

"In sales, too often everything that comes naturally to you is trained out of you. When you get to the top 1% it's not just luck."

Kirsty believes empathy is vital ... to have the ability to put yourself in the other person's shoes.

So is the ability to recognise the people who are the most value in a personal as well as business sense.

"When was the last time you recognised them, the value they are to you?" she asked. "Recognise, reward, spend more time with them."

"There are people ... you may never have spent a cent in each others business but you

have each brought the other hundreds of thousands of dollars of new business.

"Share the experience. You are building relationships for a long time in life. Choose who you want to work with. Fill your life with them. Build a network of family, friends and colleagues."

"You don't want to be doing more, you want to be doing more with what you have. Blur the lines between friends and clients, work and play."

Consistency is another important key to business success, Kirsty said. So is the law of reciprocity.

"You have to give a lot before it comes back to you," she said. "A tree doesn't grow unless you water it. If you give, people want to give something back."

"Advice is free. It doesn't cost you anything."

"But you cannot ask for anything until you have built rapport. You cannot be in rapport until you have paced them ... until you are in synch with them."

"Be there, care and share. Be present in the moment. Listen to what they are telling you."

"Move from meet up to catch up to follow up."

## Property Week



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