

Mentor

Better behaviour

How you behave in your business will determine how likely you are to succeed, writes **Darrell Weekes**

Last month I wrote about the three important qualities a mortgage broker needs to be fit for business. In particular, I wrote about attitude.

This month I want to take a look at the second important quality – behaviour.

There is an old saying: “Professionals do what they have to do when they have to do it; amateurs do what they want to do when they want to do it.”

Using this simple formula as a measure, ask yourself this question: how you do behave in your business? As a professional or an amateur? The distinction is important.

To be accepted as a professional in this business you have to act like a professional. What it means is this: take what you do seriously. And do what you have to do when you have to do it.



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Recently I was engaged by a franchise group to present a series of sales coaching and business building sessions. One woman who had paid a large sum of money to purchase her franchise was openly hostile to the business building activities I was asking the group to commit to.


When I asked her what was making her uncomfortable about prospecting for business, she told me she shouldn't have to prospect; customers should call her if they wanted a mortgage. Now, bear in mind this woman had only been in the business for three months.

She had written no business, had no prospects, and had burned every lead given to her. In fact, she failed to call most of the leads, saying: “They were a waste of time.”

This individual kept telling me she was committed to succeeding and yet the behaviour she displayed told me the opposite was true. In a final attempt to understand what she was and wasn't prepared to do, I drew up a list of activities that she and the company could engage in to generate leads.

I asked her to cross off all the things she felt would be ineffective. She crossed off everything and anything that required her to do any work and highlighted everything where the company would do all the work, like advertising, promotions etc.

I told her I had identified the problem. She had joined the wrong franchise and that she needed a company that did everything, including sending her the cheque for the loans they settled. She replied: “Finally, someone who gets it. Why should I have to work after I have given them my money to purchase their franchise? It's their job to make me successful.”

I told the franchise manager to give the woman her money back. 

Darrell Weekes is managing director of Success Broker Coaching