

# People won't remember what you say; they never forget how you make them feel

## LESSON

# 3

This is one of the most important and least understood rules of business. Actually, it's a rule of human relationships. People don't always remember what you say; they'll be hazy on the details, they'll forget facts and dates and times. But they remember how you make them feel as if it were engraved on their brains.

When you work with a client—or another agent—be conscious of not just what you say, but what effect your words and tone will have on the other person. More importantly, be aware of how your actions will make the other person feel. If you get this principle of relationships right, people will constantly return to do business with you. Get it wrong—even if everything you say is technically correct—and your business will be built on one-time deals and short-term relationships.

## TIPS

**1:** Your actions matter more than your words. As someone we know often says, "You can't talk your way out of situations you've acted your way into." Keep that in mind at all times and your actions will reflect well on you.

**2:** Act before your clients ask you to. Understand what they expect and deliver. When you act first, and exceed the expectations of your client, you will delight them. And delighted clients come back again and again. They also refer you to other people.

**3:** Do simple things like write thank you notes, always keep your appointments and be early. These things work precisely because so few people do them consistently. More than one contractor has said he gets business simply because he returns phone calls when others won't.

**4:** You are an expert on the real estate transaction; your client probably is not. Take the time to make sure your client understands exactly what's going on and you'll relieve some of their fear. They'll remember you for that alone.

## Exercise

Our capacity to remember details is rather limited. Facts, figures, sequences; these things can't hold real estate in our minds for very long. But emotions, that's a different story. People remember the smallest slights or the least compliments for long periods because we are wired to remember how things make us feel.

Take out an index card.

On one side, write down the worst transaction you've ever experienced. List the property, your role in the transaction, the names of the buyer, seller and any other agents involved. Now write down the specifics of what was said.

On the opposite side, write down how you felt while it was going down. Write down how you felt in the days after the deal was completed or fell apart. Be specific.

*Which description is clearer? Which description is stronger?*



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them feel**

A black rectangular graphic with a white border. On the left side, the word "LESSON" is written vertically in white capital letters. To the right of this, a large white number "3" is centered.

## **Instructor's Notes**

- Try to create conversation; lectures are less interesting. Try to talk about personal experiences. Encourage newer agents to talk about situations that might be confusing. In the long run, dialogue is good for your business.
- Bring index cards to your meeting. After everyone finishes writing about their transaction, have a few people share their experiences with the group.
- Have people name companies that, through their actions, created a strong emotional reaction in themselves. These could be good or bad experiences. Most likely, the bad experiences will create the stronger memory.
- For agents that miss your meetings, these lessons are also available online at [thecodeisgoodbusiness.com/va/lessons](http://thecodeisgoodbusiness.com/va/lessons).