

LESSON  
4

## A written agreement makes for a stronger relationship

Understanding your client's expectations is one of the most important aspects of any business. Unmet expectations, especially expectations that haven't been discussed, can kill your business. Signing an exclusive agreement is a great way to ensure that you meet your clients' expectations day in and day out, year after year.

Too often people are afraid to ask for the commitment from their clients. The reality is, your clients will respect you and your professionalism. Remember, the unwritten rules for creating an exclusive agreement are similar to writing a formal contract. Be clear. Be concise. Spell out everything and make sure your client understands it all. And above all else, make sure you live up to your end of the agreement. That's the fastest way to earn trust and your customers' repeat business.

### TIPS

Exclusive agreements – strengthening your relationships

**1:** Requiring exclusive agreements from your buyers can quickly help you determine how serious your customers are; this allows you to spend your time more productively.

**2:** By signing an exclusive agreement, your client is demonstrating his/her loyalty to you. Reward that loyalty by doing just what you say (and then some) and you will be the one to reap the benefits.

**3:** Help your clients understand that an exclusive agreement is simply a written expression of the commitment that you share; it's confirmation of your dedication to your clients' goals.

**4:** Become familiar with what you are promising via this exclusive agreement and live up to your end of the agreement. Managing expectations is critical to keeping your clients happy.

### Exercise

Make a drawing using the following directions. Draw exactly what is asked and only what is asked:

1. Draw a square.
2. Draw a short line.
3. Draw a rectangle.
4. Draw five circles.
5. And finally, draw a long line.

That's it. Share your drawings with the group.

Everyone heard the same instructions, so why were the results not the same? How often do we leave instructions for other people by email or voicemail and think that the other person knows exactly what we mean? How often do we write contingencies and think the other agent reads it the same way as we do? Do we really spell it all out? Could we perhaps rephrase things to make it clearer?



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### 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.
- Tell people to draw only what you ask.
- Do not answer questions.
- Have team members share their drawings. Share the drawing below.
- Connect the lack of clarity in the instructions with the wide variety of drawings this exercise will produce.
- Make the point that being unclear in your instructions or your contracts can produce results that you neither expect nor want.
- For agents that miss your meetings, these lessons are also available online at [thecodeisgoodbusiness.com/va/lessons](http://thecodeisgoodbusiness.com/va/lessons).

