

Creating Closing Confidence



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People buy from confident salespeople. It's true. Have you ever gone to make a purchase from a salesperson who LACKED confidence? Chances are, you didn't buy the item. Because let's face it – if the person who is selling the item to you doesn't have confidence (in both themselves and the product), why should you?

No matter how confident you already are, you can increase that feeling. More confidence in your product's value, pricing, and usefulness translates into more confidence in yourself. You may think that people who brag are supremely confident; typically, they are not. People who are genuine and modest are those who are truly self-confident.

One of the very first things people notice about you is your appearance. Clothing sends a huge message. While you don't have to spend hundreds of dollars on every single piece you own, you do have to take care of the clothing you wear. Looking neat, clean, and pressed does not cost much. Well-groomed individuals know when to retire pieces that have developed signs of wear and tear. Just because you love it – if it has been worn too long – it's time to throw it into the donation pile.

Another habit many people have is an inability to accept a compliment. Think of the last time someone complimented you. Did you thank them gracefully? Or did you brush off the compliment, almost as if you weren't worthy of having someone say something nice about you? Accepting a compliment gracefully is a skill you should work to develop. You'll find that once you accept your first compliment, it gets easier each time. This demonstrates your confidence!

Did your mom ever tell you to sit up straight? Mom was right. Your posture sends a strong message to people. Whether you are sitting or standing, make sure your posture exudes confidence. What's amazing is that when you sit up straighter, your brain recognizes that you have improved your posture

and creates strong feelings of positive self-esteem. Try it right now! Sit up straight! Believe it or not, you're already feeling better about yourself.

Surprisingly enough, things in your life can also have an effect on your confidence. If your wallet or purse is stuffed with old receipts, this lack of organization can affect your self-esteem and subsequently, your confidence. If your home is messy and disorganized, this too can lower your self-worth.

Last, but clearly not least, belief in your product is essential. Focus on the positive things about your community, the apartments you lease, the people you work with, and your management company.

I look forward to seeing you at NJAA's Annual Conference and Expo later this month, where I'll be giving tips on how your confidence can be a catalyst for closing the deal.

Lisa Trosien is a highly respected multifamily educator, speaker, author, and consultant with over 25 years of industry experience. Attendees of her educational sessions agree that she presents great information and superior strategies, while still keeping learning both fun and meaningful.