

Be INTERESTED

The best salespeople care first, sell second. Being genuinely curious builds trust and makes people want to open up.

- Ask better questions
- Listen actively
- Be curious, not transactional
- Care about the person, not just the sale
- People first, business later

Be INTERESTING

**Make sure you're someone worth remembering.
If you blend in, you get ignored.
People remember feelings more than facts.**

- Use specifics, not generalities
- Tell stories
- Show your passion
- Share numbers and results
- Be thoughtful and have a unique perspective

What's interesting?

- Specifics
- Numbers
- Stories
- Passions
- Goals
- Adversities

People don't buy **WHAT** you do.
They buy **WHY** you do it.

"What'd you do this weekend?"



I worked out and hung out with friends, how about you?



A couple friends of mine and I hiked this super cool hike in North Scottsdale called Tom's Thumb. Weather was amazing - 55 degrees here in Phoenix. Beautiful views, great sunrise. Have you ever heard of Tom's Thumb?

#specifics #passions

"What is CRE OneSource?"



It's a software that helps brokers track their leads and deals.



Craig saw this trend, the last thing brokers want is some complex, cumbersome system with heavy data-input. He experienced that exact pain for decades with Act, Salesforce, Apto, and others. Saw an opportunity to build something super simple, easy-to-use, and broker-friendly. I'd love to show you.

#stories

"What have you done to find a job?"



I've looked through LinkedIn, applied to a bunch of job postings online, and reached out to some family friends.



Option A is Tech Sales, Option B is Real Estate, and Option C is anything in Sales. So I went through my social media platforms, phone, network, and made a list of everyone I know in each bucket. I ended up with a list of 82 people. I've met with 14% of them already and have another 32% scheduled. I also have a list of 126 companies that I'd be interested in. I'm working through them, looking at job postings and 2nd & 3rd connections on LinkedIn. I've already had interviews with 8 of them.

#numbers