

BE

#LEARNWITHDRLEE

# Profit with Your Personality

by Dr. Lee Davenport

Instagram & Facebook @LearnWithDrLee

[www.LearnWithDrLee.com](http://www.LearnWithDrLee.com)



POLL

## How do you feel about your business in 2023?

I may switch careers

10%

I could use more direction

40%

I'm excited and ready for whatever 50%



# Art Project Time

The **Dominant**

***HAND***



*If you don't know what you  
do best, how will you make  
the most of your day?*

TX AGENT BUSY WITH LITTLE/NO RESULTS



# 3-Hour CE Covers:



**Goals Don't  
Work Unless...**



**We Know Where We Are**

*What's happened in my business?*



**We Understand Who We Are**

*How do I show up?*



**We Know What Are (+ How to  
Play to) Our Strengths**

*How do I naturally excel?*

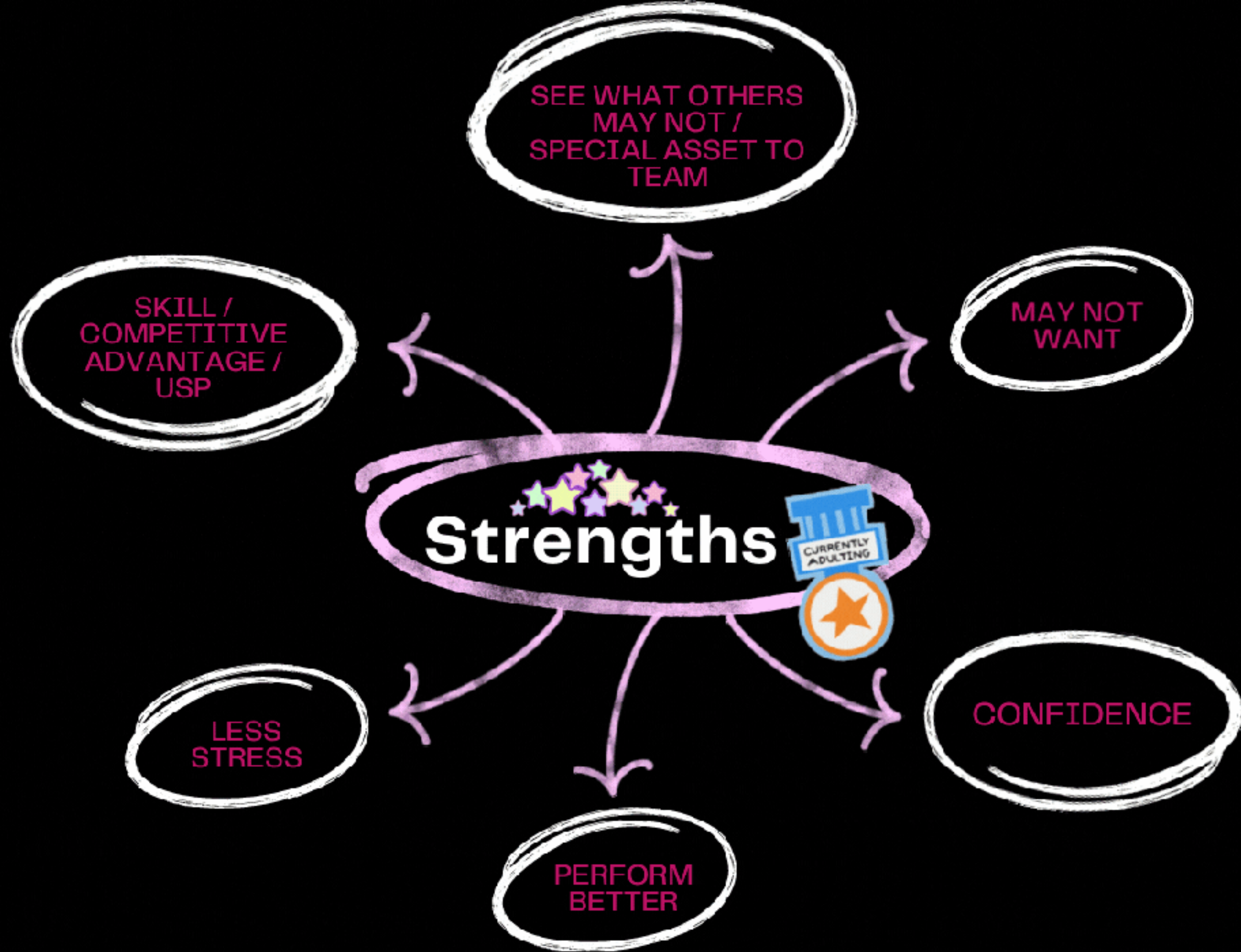
# TAKEAWAYS:

"We all have certain skills"  
"How did you do that?"  
We don't get to pick



# JUMANJI

THE NEXT LEVEL



JOY  
CONFIDENCE  
ENERGY  
ENGAGEMENT



# YOUR STRENGTH(S)

Pre-existing capacity for behaving, thinking, or feeling that is authentic and energizing to the user, and enables optimal functioning, development and performance.

--Alex Linley



## ACCELERANT

- Learning
- Change
- Performance
- Goal Achievement

### QUOTE OF THE DAY

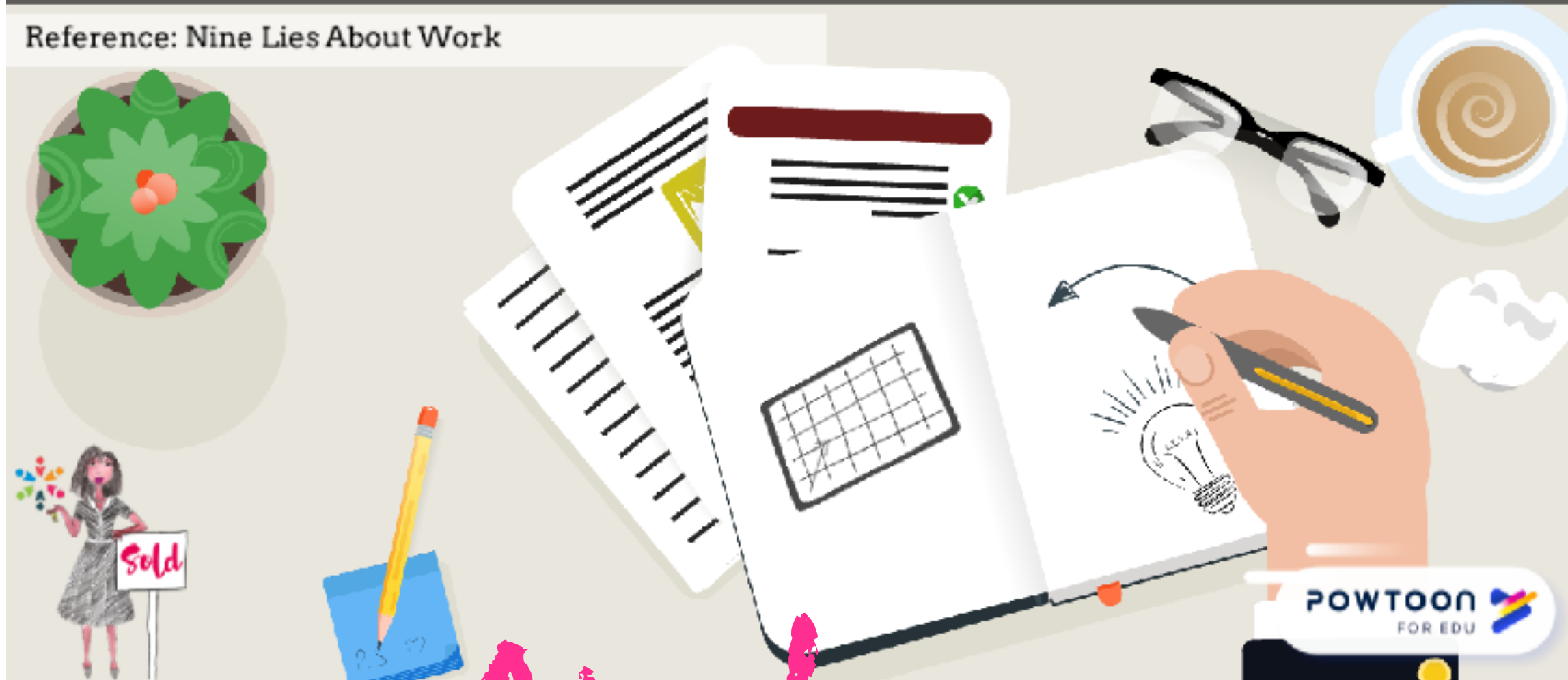
Strengths allow you to naturally bring your highest and best self to work





"Growth, it turns out, is actually a question not of figuring out how to gain ability where we lack it but of figuring out how to increase impact where we already have ability."

Reference: Nine Lies About Work



And...

5+



Research shows that Top Producers with a sales volume of \$20M+, do at least 5 activities consistently

## TRUE STRENGTH

For an activity to give you life, there must be **positive anticipation** not just competency



## INEFFICIENT

An activity is **not the best use of your time** if you:

Procrastinate

Are glad when it's over

Feel weak/energy drained

## 10X

At the least, try to **double up** on the activities that give you life

**Don't**

**CONFUSE  
INEXPERIENCE FOR**

**WEAKNESS\***

*imposter syndrome*





*"But I want to focus on  
my client's unique  
personality"*

**Remember Fair Housing LAWS!**

= do the same thing for every single client  
(systems, systems, systems)



# List It

## CURRENT STRENGTHS

- What are your strengths?
- How do your strengths show up in your work/life?
- Are they maximized or underutilized?



# Myth Busters

WORKING EFFICIENTLY

*Don't let sales myths stand between  
you 'playing to your strengths'*



SHOP



# TEAMS: MYTH V. REALITY

TOP PRODUCERS ARE



EXTROVERTS, WHO WIN



# Introverts Make Great Salespeople, Too

Recent research suggests that how we train introverts will determine their ability to flourish as sales professionals. **BY DR. LEE DAVENPORT**



Dr. Lee Davenport conducts weekly workshops throughout the U.S. and Canada for various real estate associations and companies, including Better Homes and Garden, REMAX, REO, Century 21, and various boutique firms, such as Nianta Tech Village's burgeoning Village Realty. Dr. Davenport also works closely with teams and individuals to assess based on their personality fit. Learn more about her strategies at <http://www.withthelead.com>, realize and check me out when on <http://youtube.com/leedavenport>.

**"S**alespeople are born, not made." "Only extroverts can win in sales." Have you heard these statements or something similar? Often in a sales career, would-be entrants and sales leaders set an eye of hopeful expectancy upon those who are either what I call "Chatty Cathys" (the people who have never met a stranger, the Influencer of the DISC personality profile) or "Dominant Doms" (the people who can aggressively take charge of any room, the Dominant of DISC).

But what about those who are not as outgoing? Are they simply relegated to the administrative and office tasks the Chatty Cathys and Dominant Doms of the team don't want? Recent research suggests that how we train introverts will determine their ability to flourish as sales professionals.

### WHO ARE THE INTROVERTED?

Based on the DISC personality profile, the S (the Steady of DISC) and the C (the Conscientious of DISC) personality types typically are seen as more introverted. These are the "Stable Mables" (the people everyone can confide in and look to in times of chaos) and the "Careful Craigs" (the people who relentlessly make sure every "I" is dotted and every "t" is crossed) of our groups.

If you are familiar with DISC, then you recognize no one is a singular personality but rather a hodgepodge of all four personality types. However, of the four personality types, typically one or two are the most prominent.

The most prominent personality type is usually how we see and label people. Yet, these prominent personality types may change in different situations or as one matures. Thus, instead of broadly categorizing everyone and every sales event by the DISC personality profile, my research has isolated one phase of the sales process—lead generation (which includes prospecting and marketing). This has become known as Personality-Lead Gen. Fit.

### WHY LEAD GENERATION?

As a national real estate educator and sales coach, it is apparent to me that a salesperson's ability to generate leads is the starting point for sales success—this transcends market location and its highs and lows. Yes, salespeople must skillfully manage the other aspects of the sales process, including approach, presentation, handling objections, and follow-up, along with the contract-to-close activities. These latter aspects tend to have an array of training components available to sales professionals of differing personalities.

Lead generation methods, on the other hand, tend to be taught more through extroverted-shaded glasses. For the introvert, this becomes the equivalent of sticking a square peg into a round hole, which just will not fit—at least not without damaging or reshaping the square peg. As a result, we as a sales community collectively see introverts as "not made" for sales. Furthermore, I receive daily inquiries from introverts who feel dejected, defeated, and unfit from this grueling process of learning lead generation only from the perspective of an extrovert. They have been told, "Only extroverts can win in sales," and advised to find another career/career or to focus on supporting a team instead of selling. With an extrovert-focused viewpoint, such counsel may seem appropriate.

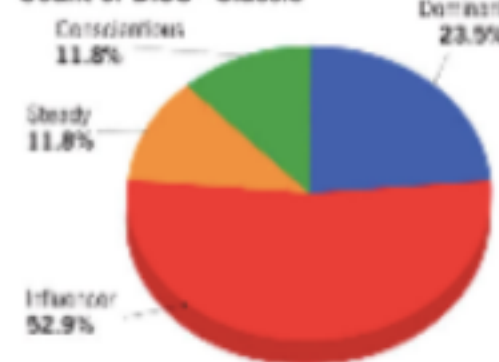
### RESEARCH FINDINGS

I conducted a DISC personality study (<http://www.research-journals.org/doi/pdf/10.5555/1521-4842.21.1.291>) that included a group of some of the top 1,000 residential real estate sales agents in the nation. There are numerous personality typing systems available; however, DISC is widely used and accepted in the real estate industry business area; has strong validity and reliability (Inscape, 2005, <https://www.discprofile.com/DiscProfile/media/PDFs-Other/Research-ReportsandWhite-Papers/DISC-ClassificationResearchReport.pdf>); and is known as one of the shortest assessments to take and easiest to administer.

Surly, the top sales agents in the nation—those who make \$500,000 and more—did not fit the extrovert paradigm, especially based on our extrovert-centric training environments. Amazingly, all four of the DISC personality types were represented as the predominant personality type of these sales leaders (see figure below). Introverts are represented in this elite list of national sales producers, and this should speak volumes about who currently, as well as potentially, fits in your firm.

Since this study, I have been researching more of what top-producing introverts do differently to generate leads from their extrovert counterparts and analyzing how those techniques can translate to sales newbies of the same personality persuasion. It has been working. Many of the same salespeople who come to me dejected have hope sparked for the first time in days/weeks/months.

Count of DISC® Classic



when they see a type of themselves at the top and start to see what techniques these top producers use that complement their personality types.

### STABLE MABLE LEAD-GEN RECOMMENDATIONS

For the introvert who identifies with "Stable Mable," for example, here are some key lead-generation suggestions:

Stable Mable likes stable environments where she can help listen intently, and work with others who appreciate her calm approach and humble contribution. This often translates into Stable Mable doing well joining stable groups or volunteer organizations that support her interests, facilitate consistent and authentic relationships, and allow her to serve prospective (and eventual) clients. For example, one Stable Mable I currently coach participates in a football tailgating group. From the group, she has already closed six real estate sales and is just getting started! For this particular

Stable Mable, being part of a hobby group produces more lead generation than cold calling for some other lead-generation activity more appropriate for extroverts' ever has for her.

In regards to a client base, Stable Mable will excel in having patience with Thinkers (those who have the ability to buy or sell real estate and absolutely plan to do it in the next year once a particular event happens, such as having twins, youngest son moving out, etc.) and Lanky-Lows (those who have a challenge, such as a bankruptcy, lien, etc., that cannot be overcome for a year or longer, at least). Both of these categories may include first timers (whether buyers, sellers, investors, and so forth) who need handholding, which Stable Mable does well—often better than the other DISC personality types. Case in point: Stable Mable has patience, unlike Dominant Doms, who likely will grow frustrated with Thinkers and Lanky-Lows, possibly discounting them both as time-wasters, despite the truth that they both eventually will complete a real estate deal (or refer people who will).

But watch out! Stable Mable can be overly accommodating, indecisive, and afraid of change. This requires Stable Mable to have regular accountability to get over the humps of indecision. Stable Mable's accountability may come in the form of a friend, spouse, co-worker, manager, or mentor/coach. The key is not so much who provides accountability but that the accountability is consistent and encouraging. For example, having a sales leaderboard may be the impetus some personality types, like Dominant Doms, need to move forward because they thrive on competition. On the other hand, Stable Mable will be encouraged by seeing her contribution to the team's or firm's overall success, where she is not pitted against other agents competitively but seen as a contributor to the whole.

Returning to the subject of client management, if the prospective client is aggressive and wants to over-talk and disregard Stable Mable's humble approach, she would do well to refer the client to or partner with an extroverted agent like Dominant Doms.

### HOME ADVANTAGE

As sales trainers and managers, you know the cost of turnover and attrition to your firm or team each time a sales agent leaves. *—LARRY WILSON* (these costs by training sales professionals how to generate leads based on it.

Your introverted more income than







**WHOM CAN YOU  
RELATE TO MOST?**

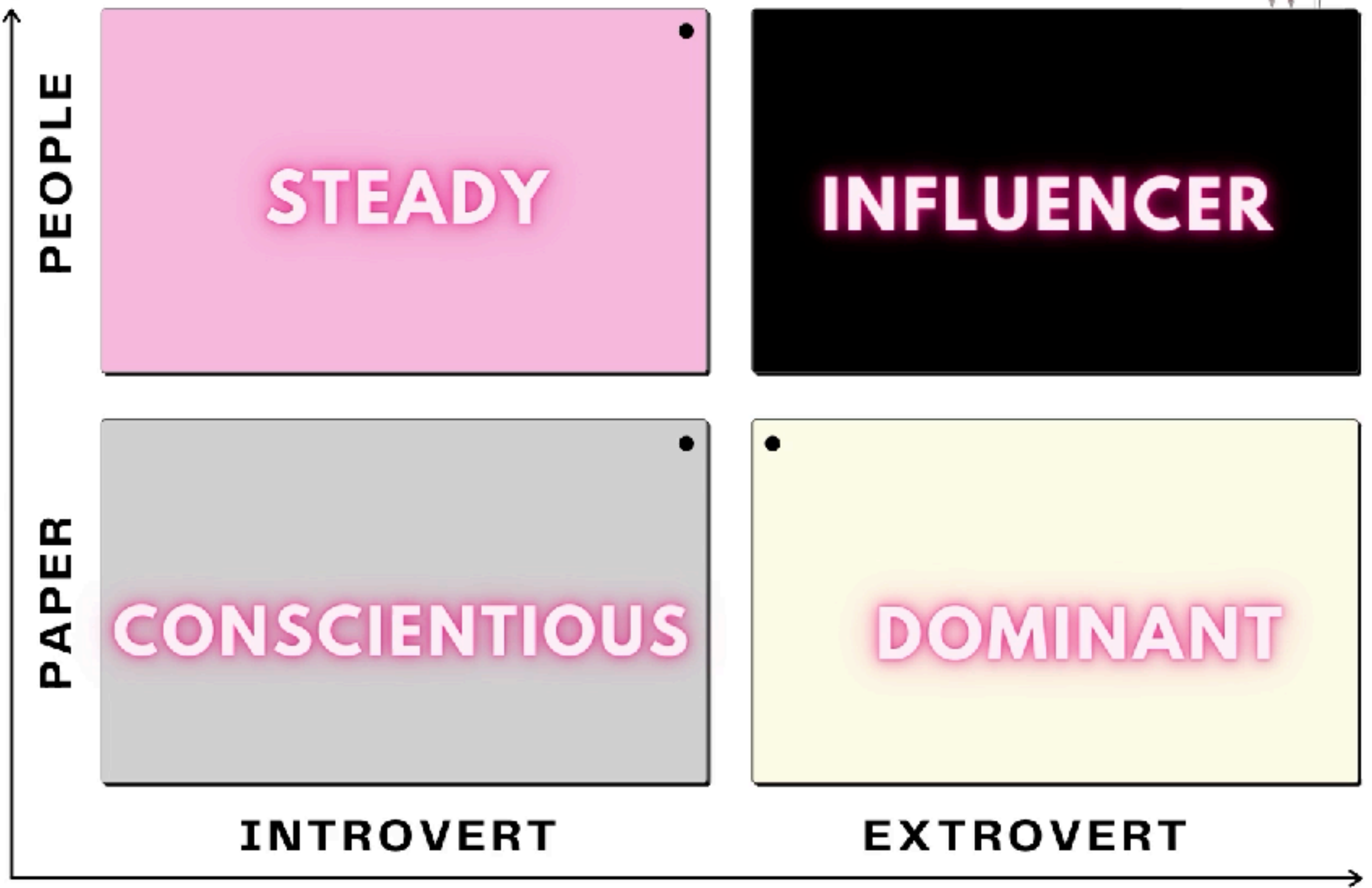


Your personality vs. the client's (fair housing violation?)

<https://discpersonalitytesting.com/free-disc-test/>

# The **W** Matrix

[www.LearnWithDrLee.com](http://www.LearnWithDrLee.com)



# WHAT ARE THE

**"WE DESTROY  
HUMANITY WITH  
HOMOGENEITY"  
M. BUCKINGHAM**



## **OF PROFITING WITH YOUR PERSONALITY?**



# 'Stable Mable' Steady Profile

**DOES THIS RESONATE? 80/20**

From Everything DISC



**Priorities & Motivations:** stability, opportunities to help, enjoy collaboration & cooperation, give support

**Strengths:** patience, team player, calm approach, good listener, humble, consistent & authentic connections

**Fears & Limitations:** loss of stability, overly accommodating, indecisiveness, tendency to avoid change =>

**Stuck b/c it's stable so regular accountability is a MUST to move forward**

# Steady Profile ABCs

## 'Stable Mable'

**A**

**Patience w/Thinkers (& Looky-Loos):** Timid Newbies will appreciate hand-holding (e.g. 10 deals from 'New to ATL' group)

**B**

**Stable groups & volunteerism:** Repeat 1:1 not '1 and Done' (e.g. 6 deals from tailgating; 25 deals from bootcamp)

Wear PARAPHERNALIA

F/U PARADIGM SHIFT = SIMPLY CHECKING IN (NOT "SALESY"); WHEN THEY ASK ABOUT YOU START W/RE NOT FAMILY, ETC.

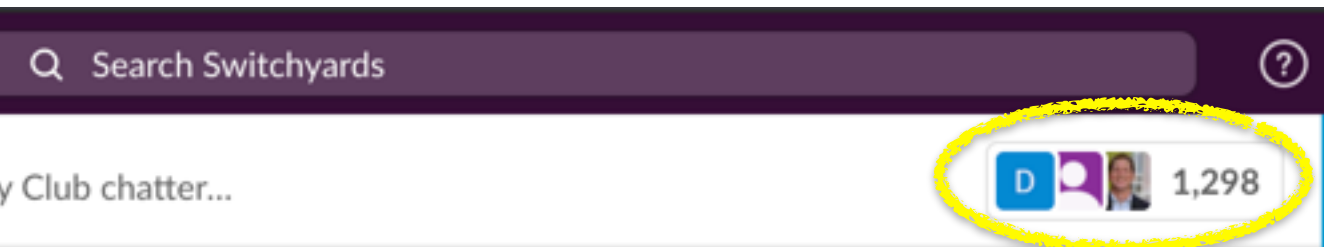
**C**

**Leverage agent referrals:** Refer out over-talkers to not lose control & accept referrals when patience is needed (e.g. \$300k| \$100k listings)

JUST 1 AGENT MAY REPRESENT 2-10 NEW CLIENTS



# Farm CoWorking Local Clubs



## Thread #welcomewagon



**All-City-Intro** APP Yesterday at 7:48 PM

[https://api.typeform.com/responses/files/49246be76a31d1f0a9b14eba32a3801ccff939e85c99535c7322a6d29260e58a/fullsizeoutput\\_c4c2.hic](https://api.typeform.com/responses/files/49246be76a31d1f0a9b14eba32a3801ccff939e85c99535c7322a6d29260e58a/fullsizeoutput_c4c2.hic)

Hi Everyone! Would like to introduce you to one of our newest members 🎉

What's your name? Shelley

What are you up to at Switchyards? Planning yoga retreats and trainings, trying to figure out how to expatriate, and still keep a place in ATL.

What are you interested in right now? Politics, keeping GA a BLUE STATE, civil rights, social justice, good trouble, good bourbon.



Hi Shelley! I know the perfect agent to help you keep a place in ATL. I train some of the best Real Estate Pros in the area and one agent in particular has



# TEAMS: MYTH V. REALITY

TOP PRODUCERS KNOW

4

IT'S ONLY A  
NUMBERS GAME





| QUALITY + QUANTITY

POWTOON  
FOR EDU 



# 'Chatty Cathie' Influencer Profile



**DOES THIS RESONATE? 80/20**

From Everything DISC



**Priorities & Motivations:** friendly relationships, group activities, encouraging collaboration

**Strengths:** enthusiasm, optimism, charm, easy conversationalist, people-focused

**Fears & Limitations:** impulsiveness, disorganization, lack of follow-through =>

**Systems, Systems, & Systems!**

(e.g. agent took my FB class, got 100s of leads but did NO follow up)

# Influencer Profile ABCs

## 'Chatty Cathie'



**A**

**Rule Exception Rebel:** Focus on quantity (volume, quality (authentic relationships) is easy for you (e.g. others can call 20 people in 1 hr; you call 2 so make it numbers game)

**B**

**Get Paperwork Off Your Plate:** Skip DIY on non-RE transaction admin.; create a WHO-To-Do-It List (team/partner/student/relative/VA)

**C**

**Morning|Noon|Night:** Get and stay in front of people at least 3 times a day with events, groups, social media, etc. for max. profit

**"Every struggle is the sign of a  
missing system"**

Marshawn Evans Daniels

**MISSION:**

**CHECK YOUR SYSTEMS**



# What **tech** can fill in your 'weakness gaps'?

THESE SHOULD MAKE YOU STAND OUT!

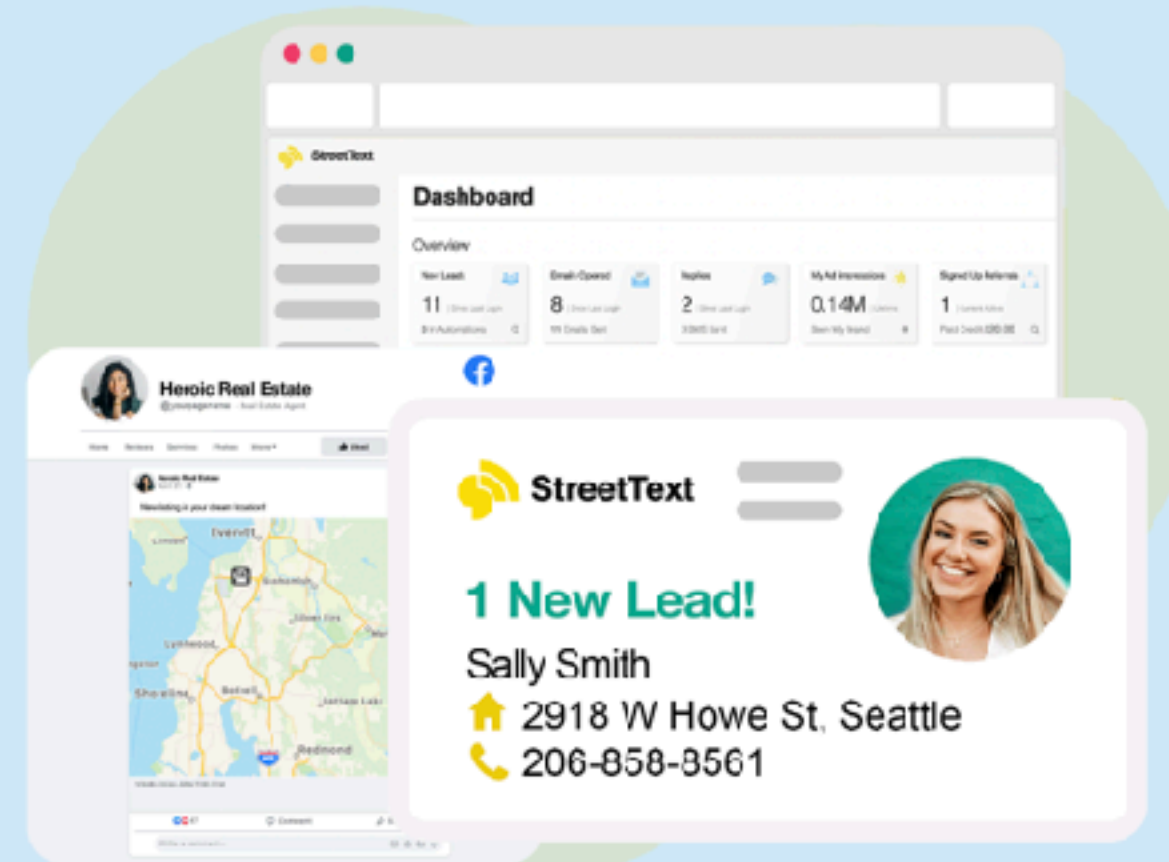


<https://streettext.com/grow/withdrlee>

## Digitally doorknock with Facebook ads

StreetText makes it easy to generate new leads, spark conversations, and exponentially grow your business

Start Your 7 Day Trial  
No credit card required



I love the community and the ads work!

Michelle Johnson, Susan Rupert Group



Streettext has me busting at the seams with leads! 🤪 My ad is performing at \$1.87 a lead!

Jenifer Sater, eXp Realty

# Real Estate Made Simple



Discount code (no kickbacks): DRLEE

## What We Do

We provide real estate technology and tech-enabled **transaction coordinator** services that:



### Save Time

Up to 16 hours per transaction, is the amount of time our tech-enabled service can save agents.



### Organize

30+ tasks and over 5 people are what typically have to be organized in every transaction, and we organize ALL of it.



### Grow Business

Agents using Transactly sell five times more homes than the national average.



# HAVE YOU WANTED...?

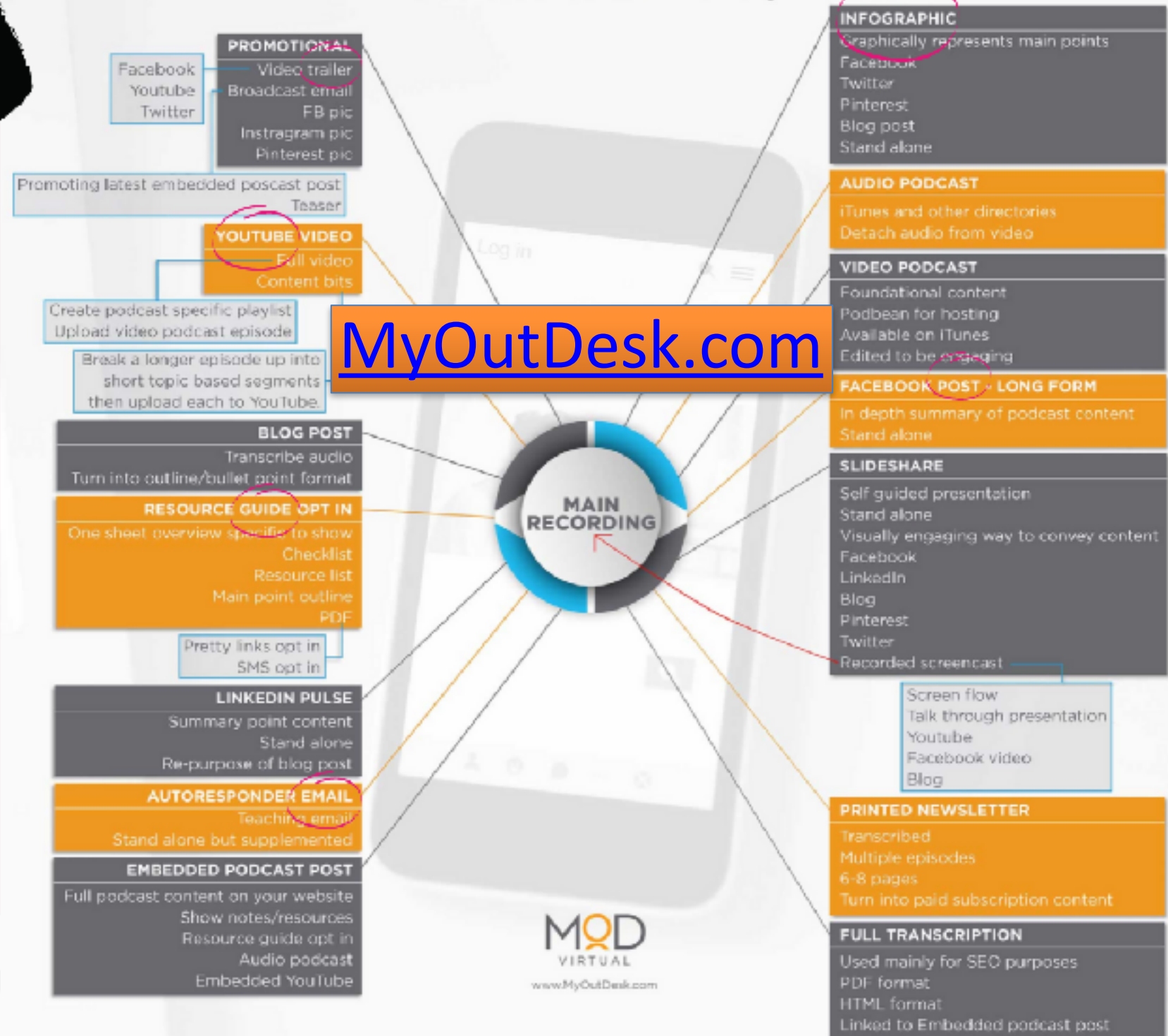
LEARN MORE

TEXT SVP TO 31996



## THE RE-PURPOSE SYSTEM

How to Multiply Your Impact By Turning One Piece of Content Into Many

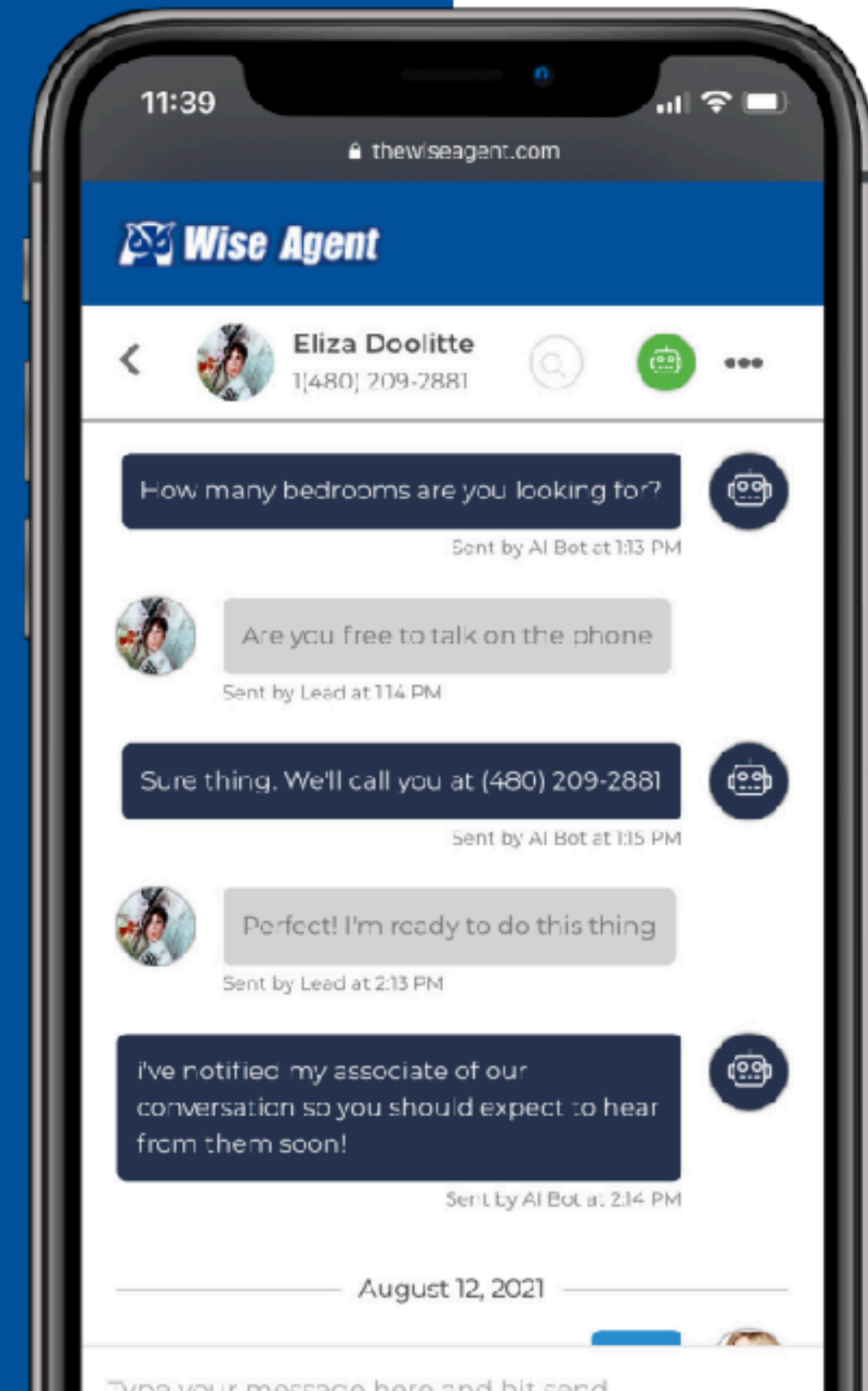


# AI + CRM

Leverage Artificial Intelligence (AI) as an assistant, saving you time when qualifying and following up with leads.

AI Bots use industry-proven real estate scripts to engage and qualify incoming leads and even nurture existing leads. AI Bots drive conversations forward while using elements of human empathy.

For example, the Bot is intelligent enough to acknowledge life-changing events during a conversation, such as a mention of a new child or new job. Your assistant will then inquire further to get more details, so you have a complete picture of your lead once they are handed over.





# SPECIAL PRICING

**Sign Up Today and Get Your 4th Month FREE!**



**\$259**/mo  
+ 4th Month Free

## Contact Data Included Daily:

- Expired Listings
- FRBO (Investor Leads)
- FSBO Leads
- Neighborhood Search Data for Circle Prospecting & Real Estate Farming
- Bonus offer : Gain access to 1 year of past Expireds & 1 month of past FSBOs\*

<https://www.espressoagent.com/lee/>





RealTrending

# Dr. Lee Davenport on prospecting by personali



00:00 | 35:43



# Questions?

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