

## **Winning Through Intimidation – Robert Ringer Key Elements**

Theory of Sustenance of a Positive Attitude Through the Assumption of a Negative Result – This is based on the assumption that you cannot sustain a positive mental attitude in the face of adversity. Based on Expectational Theory the Theory of Sustenance of a Positive Attitude Through the Assumption of a Negative Result may be flawed. In the end it comes down to what helps motivate you to get the necessary actions done.

Uncle George Theory – This suggests the degree to which a person works “hard” is relative, as some people consider 5 hours a lot, some don’t, and the kind of work is also a factor here – bottom line is that the rules of diminishing returns apply to hard work – if you work too hard you get sloppy – best to keep it controlled. Hard work will not prevent you from being successful unless you go beyond the point of diminishing returns.

Bedrock Theory Upon Which All Others Rest

Theory of Reality – Reality isn’t the way you wish things to be or the way they appear to be, it is the way it actually is. You either acknowledge reality and use it to your benefit, or it will work against you. Note also Wish versus Reality and Illusion Versus Reality are the two main ingredients in a Reality Misconception.

4 Cornerstones

Theory of Relativity – Few people take the trouble to consider facts in a relative light. You cannot logically decide upon a course of action (or inaction) with regard to anything else unless it has been carefully defined. Eg. People’s perception that they are honest. It is necessary to seek clarification on assertions made before forming opinions. Never be intimidated by vague words and statements.

Theory of Relevance – Work out what is not relevant and work only on what is relevant to your goal of making money. One key here is to become acutely aware of the relevant factors, versus the infinite irrelevant ones. E.g. how much an owner spent on a property is irrelevant to an informed buyer. The buyer is primarily interested in cash flow. Also, it is not relevant how honest a seller thinks he is, but a written agreement is very relevant. Keep other people away from irrelevant tangents and bring them back to only what is most relevant.

Thirty Year Theory – Most people tend to block from their minds the reality that they will die relatively soon. This is the assumption that any one of us only has roughly thirty years left, as this creates much more of a sense of urgency and helps get things done.

Ice Ball Theory – It is ridiculous to take yourself too seriously, because years from now it won’t make any difference anyway. This helps maintain calm objectivity under pressure. It is a key intimidator. “Life is a game so why not have fun and try to win?” is a predominant thought premise.

### Qualifications for entering Screw U

The more a person tries to discourage you from entering their field, the more intimidated they are. Never be discouraged by discouragers.

Tortoise and Hare Theory – “Don’t tell me how fast you get out of the starting blocks; I’m only interested in where you are when the race is over.” “Battles are for ego-trippers; wars are for money-grippers.” “Starting slow and finishing hard is often the best way.” “Glibness in a crowd is okay – All Show No Dough” Hang in long enough and the other guys will make mistakes.

Organic Chemistry Theory – Court Holders are champion intimidators. Whether or not someone else knows it all isn’t relevant – the only thing that’s relevant is what you know and what you do, so mind your own business regardless of others.

Three Type Theory – The owner gets no benefit from paying us commission, so why would we ever assume they would fill something out properly? The PAMD must be filled out properly to “authorise us by law”, otherwise we cannot act. (-: Winning is to get as many “chips” as possible. There are only three types of people that exist in the business world, and they all try to take your chips:

Type Number One – Lets you know from the outset, by words, actions, or both, that he’s after your chips – he then follows through by doing just that.

Type Number Two – Nastiest of all – pretends he’s not interested in getting your chips, and follows through by trying to take them all anyway. Whenever a seller refuses to sign a commission agreement you must assume he is a type two.

Type Number Three – Honestly means not to want to take your chips, but ends up trying to take them anyway.

Universal Attorney-to-Attorney Respect Law – As the name suggests – however this is not a law that is unbreakable by ultra-shifty lawyers. The theory is that it is highly beneficial to have your own attorney at a closing, because the lawyers don’t respect you like they respect each other, and it’s a major intimidation factor.

The Staying Power Theory – The theory states that the longer you can hold-on (which is usually directly proportional to the amount of money you have), the more intimidating you will be and you can often get the terms you want.

Jungle Theory – You win in the jungle or not at all – the game is played in the jungle, not in the courts... got to get it done in the jungle wherever possible.

Sale Price Theory – No matter how much a seller insists the asking price is the least they will accept, they will always accept less.

You are compromised if you are in a position where you NEED a commission – the seller will smell it, as will the buyer.

An unwritten rule of business – the rule that a poor guy doesn't have the "right" to earn big commissions.

NEVER wait for the cheque – get paid at the closing or before the closing.

Leapfrog Theory – States that a person has the inherent right to "self-proclaim" – to announce at any time that he chooses that he is on any level he chooses to be on. Rather than fighting through the pack, you leap over it. The catch is, that if you're not prepared to be above the pack, the realities of the business world will knock you back into the pack. If this happens it may be harder to proclaim successfully in the future.

Theory of Intimidation – The results a person obtains are inversely proportionate to the degree to which he is intimidated... The easiest way being to make THEM the intimidatee.

Posture Theory – States that it's not what you do or say that counts, but what your posture is when you do or say it. A posture of power is most effective – a mixture of real power and abstract power, backed-up by legal power. Have the I's dotted and the T's crossed.

Three Tools for Legal Power – Necessary licensing, a signed commission agreement before beginning work, certified mail (email with a receipt mechanism) and phone records. The paper trail must be systemised with standard letters to cover all scenarios and a certain minimum frequency and aspects.

## The Five Basic Steps of Selling

1 – Obtain a product to sell (Getting the ball using posture!)

By stating the purpose with careful wording it can help vent people from calling you back if they're not interested – the ones who are will. Call them back in six months, as builders/developers often change their mind, as they are pathological builders, which creates money problems. If someone gives ANY INDICATION AT ALL that they may sell then that is a strong sign – it is rare that a seller will disclose that they WANT to sell. Don't ask for details without first establishing very STRONG POSTURE. Send out the calling card which is designed with two objectives in mind: 1) Eliminate the question of who I am, and 2) Make it impossible for the owner to forget me – for future business and posture. 10" by 10" in size, full of symbols, maps, logos etc to elude to general expertise, - to intimidate - name in the 2<sup>nd</sup> page, not cover or first page. – So spectacular that people would happily leave it on their desk as a conversation piece. Casually suggest that I send them some information about myself before getting into any of the details regarding your property – no one deal is important. Wait a week or so before calling the recipient – and get straight through. Then get the owner to tell the most pertinent facts over the phone. Use formulas to calculate in seconds whether there was a remote chance of the deal being makable. For a property to be SALABLE the figures must stack up, and the owner must be willing to SELL.

MAKABLE DEAL THEORY – Much more efficient to spend efforts on working hard to find a few makable deals, rather than 30 bad ones and trying your luck. Must be able to clearly evaluate if the deal IS makable. Makability of deals depends mostly on the cash flow left over after all expenses and mortgage payments – net spendable. Cash flow is factually the name of the game in the eyes of the professional real estate buyer. Often when owners are not making money off their property they talk about the tax benefits. The other clue about unsaleable properties is when they talk about how much it cost them to build. It is irrelevant. Get an asking price – just for an indication, as the owner will often change minds about what they really want for the property due to cash flow problems, no matter how much they insist to the contrary. How desperate the owner is to sell is a key factor in how makable the deal is. So if the owner's asking price is anywhere near the rough market price range calculated, assuming there are no glaring or unusual negatives about the property, then move ahead. Most properties are completely unsaleable at any price. Owners never admit to having no cash flow, and they often have no idea of the real figures necessary to calculate real cash flow – consider having vacancy table for areas, etc. Often their operating statements and projections are completely meaningless. If it doesn't stack bid them farewell, leaving the door open.

If it stacks then tell the owner that I would have to personally inspect the property before "making any commitment". This sets the scene for the third time to be intimidator. To travel so far to inspect personally before making any commitment must make me someone. But the real purpose of the trip is to get the commission agreement signed, and to further intimidate.

With a written agreement you have a prayer

With a verbal agreement you have nothing but air

When you arrive you are the expert from afar... a big day for the owner, not for me. The further I travel the more of an expert I become. Arrive with the portable office including one-three secretaries, take everything you may need, and things you may not. There is no disappointment in my arrival! Dress impeccably. Play the noncommittal role to the hilt. There is no hurry – I have to see all the facts and personally inspect the property. 1<sup>st</sup> inspection – play the inspector to the hilt – note that the better the construction the higher the owner’s expectations about sale price may be. These are actually irrelevant facts. They may only indicate lower maintenance costs. After the inspection review as many other largely irrelevant factors as the owner is willing to discuss. Reach hand out without looking and request a surgical tool, eg a mortgage rate book, etc. Get the secretaries to vigorously slap them into your hands. After madly punching on the calculator and thumbing rate table profusely, look up and say something like, “I’ll be able to do something with this property at around ‘x’ dollars over the mortgage.” Phrasing is always extremely important from a psychological standpoint. To say you can “Sell” it would make you like every other broker. Always remain the mysterious expert from afar. The first figure must be from the low end of the broad market range. When they throw a counter figure back at you, slowly shake head from side to side, mumble, open rate books again, punch away again... many mumbles later look up and say something like, “Hmmm, I see where my mistake was the first time. I guess I go about ‘Y’ dollars on the property.” Jockey around like this until you feel you have the owner down as low as you could possibly hope at that early stage of the game. Then whip out a pre-typed agreement saying, “I like to keep things simple, so I just use a one page “understanding” to summarize each of my deals”. Never say “Contract”. Maybe keep the understandings in a high security shiny impressive brief case – handed across by the secretary. – have code words for each item. Have a whole series of understandings for each situation. Make the wording as simple as possible – and all encompassing. Not scary. If they need to get an attorney involved it is deal over. The only detail not pre-typed is the asking price. If any changes did have to be made, the secretary has the ability to do it. You get the signature you move on to:

2 – Locate a market for the product (Getting to midfield is relatively easy)

Most buyers aren't buyers at all... They operate under the premise of nothing to lose everything to gain by getting you to send submission after submission. The key is to find those who are, and weed the others out. Note that many serious buyers may not be in the market for your property at any given time as they:

- Are temporarily cash strapped (sell what they do have!)

- Buy only specialty property types like hotels or nursing homes, land, etc.

- Building their own properties

- Are out of the market for any number of other reasons

Non-serious buyers tend to talk and behave in the same manner. They often have 'no specific guidelines for purchasing property, and are interested in looking at anything.' Tell these guys to go away and work out what they really want and to let you know, and that there are no bargains... it is a real estate fallacy. Most non-serious buyers tend to dwell on questions of secondary importance, such as those pertaining to location, construction and/or age of the project. They can ask these, but only after they are definitely interested, after CONFIRMING CASHFLOW.

It is necessary to determine what types of properties a buyer is interested in, and also what his general guidelines were for analysing those properties. This will tell you if they are serious. If so, suggest casually that I send them some information about myself before getting into any of the details regarding properties. Send the earth brochure. Follow this with the telephone call a week or so later – this will make you 'somebody'. When you call back you are the 'expert from afar'. You explain that since we are both (The buyer and I) very busy people, I thought it would save a lot of time if you would answer a few quick questions so I could avoid sending you information on properties that don't fall within your guidelines. These questions are recorded on the buyer information form, which allows you to determine quickly whether a property meets a buyers objectives.

The first question on this form is, "Are you a principal or a broker?" as many 'buyers' are actually wanting to act as 'brokers'. These are to be eliminated from the buyer list. If a buyer got by that question, then the remaining questions could be breezed through in a minute or two. With each deal submitted to the buyers, this buyer information sheet can be refined and added to. Note also that 'curiosity seekers' infiltrate every area of society and they must be weeded-out, no matter how intimidatingly disguised they are – look for the signs. Eventually you end up with a very small very valuable hard-core group of serious buyers with who you have developed good personal relationships. It is in the interest of the buyer to see as many deals as possible, but only if they are quality, therefore it keeps good posture with them to do the job well, keeping them on your side, which makes getting paid later just that little bit easier (moral support). The goal is to have a buyer so needing you that they will insist on you getting paid at the closing. At least it prevents both parties from teaming-up to cut you out.

If you sleep with big dogs, you will certainly have to face big fleas – THE BIG LIES.

The court system is a deterrent against pursuing justice because of the time and money involved. Therefore you really should win in the jungle, or be compromised completely.

3 – Implement a marketing method (Getting to the 20 yard line through proper execution)  
The quality of the marketing method is crucial to getting to the closing. You need to be so good at your job that you will have total credibility with the buyer, the seller, the judge and the jury when it came to collecting commission.

Your property data form must aid in your collection of information and presentation to serious buyers. By having different property data forms for different scenarios, made so simple a secretary can fill them out, enables you to do just that and leave after having the commission agreement signed... This helps with intimidation, even if you are not busy. Any business requires the development of good systems for the purpose of delegating authority with a minimum of errors.

The secretary can then present the findings to the 'presentation girl', who translates the information into a beautiful presentation, according to a well-refined template. When the presentation is complete then review buyer information forms and evaluate who would be the best prospects for that property.

After selecting the prospects use certified mail (LEGAL POWER) to send the property presentation to any buyer who may match up.

No matter what steps you take to protect yourself, you are still always under-protected.

About a week after sending the presentation by certified mail, I would call the recipient to see if he was interested in pursuing the matter, and if not, exactly why, which can be added to the buyer information form. If they do have an interest then immediately register his name with the owner by certified mail.

The next objective is to get the buyer to meet the seller and inspect the property ASAP. Everything must be geared towards that objective, and the necessary information must be flowing quickly between the buyer and seller. In order to keep the main objective, getting paid, on target, it is necessary for the information to flow through me rather than around me, which is usually easy when your posture is strong and you are THE somebody. Long distance and mobile calls work well here because they are also a matter of record to help substantiate the degree of involvement in doing the deal should anyone decide to tell TBL (The Big Lie)

If a buyer ever wants to talk with the seller, or vice versa, the way to handle it whilst boosting posture is not to be nervous (weakness), but rather immediately indicate that I think it is an excellent idea (even though it's not) and told (not asked) the buyer or seller that I would set up a conference call among the THREE of us. No hesitation or asking what to do... TELLING IMMEDIATELY WITH CONFIDENCE is the key and shows BOLDNESS and INITIATIVE.

NOTE: Posture punctures, no matter how small, are often malignant in nature and therefore are to be avoided at all costs PROACTIVELY.

NEVER let a buyer speak directly to the seller over the phone, or ESPECIALLY not face to face.

Next step is the inspection in the flesh – a sale will never usually happen without the buyer meeting the seller and staring at a few bricks. There are 2 specific procedures for getting to this:

1) Spoon feed the buyer ANY information he requests. Remove as much responsibility as possible from anyone else involved in the deal. E.g. saving time by providing answers to legal issues by having a secretary trained in interpreting mortgages, mortgage notes, deeds of trust, and any other document required for a real estate closing. We offer to

‘dig-out’ the required information from the relevant documents. Likewise with accountants questions.

2) The second procedure for getting the buyer to meet the owner is to continuously emphasise the belief that all of his questions could be answered at one time if he would just meet with the seller and personally inspect the property. Each time I obtain another answer for him on any info request re-emphasise the point that a trip might save him a lot of time in the long run. If he was a serious buyer and had a definite interest in buying the property the logic of this suggestion usually has a positive effect.

The Fiddle Theory – States that the longer a person fiddles around with something, the greater the odds that the result will be negative. Assume that time is always against you on any kind of deal. Strike while the iron is hot before circumstances change. Don’t rely on how seriously the seller wants to sell or the buyer wants to buy, rely on how much you want to get paid and TAKE ON THE RESPONSIBILITY that also stops them going around you. If they question the rush, you could question their seriousness. Re-emphasise the fiddle theory to the seller of the buyer fiddling, and vice versa if they dilly dally at all the other party may change their mind, or have someone else change it. This theory is an adjunct to the Tortoise and Hare Theory – by trudging ahead continually without stopping, once the hare pauses he loses valuable seconds, days, weeks, etc. which you can gain and complete the job critical seconds earlier.

Whenever possible, when the buyer agrees to see the seller, accompany the buyer by arriving at his place ahead of time in order to, “Review the details of the deal on the plane, in the car, etc. on the way to the seller’s place. This ensures the buyer and seller don’t meet before you arrive, and personalises the relationship with the buyer. By going above and beyond the call of duty the buyer will hopefully become more loyal removing their willingness to engage in settlement hanky panky. If you can’t go with the buyer, meet them at the airport gate, stay between the buyer and seller. Take the initiative to discuss aspects of the deal, and be prepared to know what you are talking about. Know so much about the deal so that even the seller would be embarrassed to challenge your right to a commission. The chief objective is to get the buyer and seller to agree to rough terms of sale. Stay with the buyer until they depart town on the plane! This is crucial in nearly every business where you string a deal together... where you are the broker.

#### 4 – Be able to close the sale (Scoring)

Shortly after a buyer and seller come to general agreement on terms of the sale, a strange thing happens. Suddenly dozens of “would be purchasers” come knocking on the door. Make yourself look smart by telling the seller this will occur. Tell them NOT to be overly impressed with himself or his property when this occurs, as it is a normal occurrence in every deal. Do not take such “offers” seriously because if these soon-to-appear “buyers” really had legitimate interest in his property they would have previously made offers to him. So when these questionable “offers” did come in it adds to your already strong posture. It reaffirms to the buyer that you know what you are talking about.



The Boy-Girl Theory and Better Deal Theory is the reason for the deluge of interest in the property at this point. The Boy-Girl Theory states that every person wants what he can't have and doesn't want what he can have. It is probably the most basic of all psychological rules governing human behaviour and has been in existence since the day man first appeared on earth. If boy plays it cool, then girl wants boy (or vice versa); If boy comes on like hungry dog chasing squirrel, then girl doesn't want boy (or vice versa). Same applies in business. No matter how important a man may be, he'll usually want the deal he can't have and won't want the deal he can have. **IF THERE HAS EVER BEEN A REALITY THAT A SALESMAN OR BUSINESSMAN, OR ANYONE FOR THAT MATTER COULD USE TO HIS BENEFIT INSTEAD OF ALLOWING IT TO WORK AGAINST HIM, THE BOY-GIRL THEORY IS THAT REALITY.**

Based on this theory, if the seller gets carried away with other "buyers" then take the deal that he "had" off the table, suddenly putting it in the category of something he didn't have, making it appealing again.

Worst come to worst if the seller insists on looking at another buyer then **KEEP THE MAIN DEAL GOING NO MATTER WHAT!**

Sellers and buyers often have two sets of objectives, to get the best price (conflicting with each other's interests) and secondary even subconscious objectives. The best salespeople are those who resolve the conflicts between objectives – this is the sole role to make sure everyone's needs are met, at least in perception. Aside from having real objectives, they also have real objections, which are often hidden. The point is to analyse these, because they often don't know what they are themselves and often would not tell you them. The point is to get to the "put up or shut up" stage ASAP to cut out the other imaginary would-be buyers.

Now TIME is of the essence, Fiddle Theory could kick in and every MINUTE is valuable. Use any means viable to speed this all up... Don't rely on others to get things done unless absolutely necessary. And **MAKE** yourself a party to all meetings, phone calls, etc.

Next Legalman comes on the scene. He will do whatever he can to ensure a slow sale. Here a good relationship with the seller is a valuable asset. The he-we-I evolution begins here. He the seller, evolving into we the seller and the attorney, to I the attorney... at this point the attorney has control and the seller has not. The tortoise is just an obstacle – an annoyance, how dare the tortoise not be intimidated – after all he's just a real estate broker. Lawman's objective is to prey on the deal – tortoise's objective is to spawn deals – **A BIG CONFLICT.** It is inevitable to accept that attorneys **EVEN IF ONLY SUBCONSCIOUSLY** are there to kill the deal. There are some attorneys that are deal makers, but they never seem to be present at these deals.

Attorneys are not intimidatable... they are trained to believe their station in life is the highest on the food chain. But you can't cower either. Don't show **ANY** sign of weakness. Apply logic but keep it simple one step at a time. Instead of cowering or intimidating, just play it cool. Calm and matter-of-fact. **ASSUME** the closing and show

no concern about that question. “Problems” did not represent obstacles to a closing, but rather just normal “points” which had to be “handled” as a natural part of every closing. BY not arguing and not cowering, Legalman is now confused. Show NO SIGN of intimidation at any goody from his bag of goodies – don’t even acknowledge if possible.

A typical response may be, “That’s a darn good point (not problem); I’m glad you brought that up.” Then proceed to state (not ask) many ways that we (not just Legalman) would (not could) handle (not solve) that particular point (not problem). Never challenge Legalman. Assume the attitude that it was assumed by everyone that there was going to be a closing and that the only purpose of our all being present was to “handle” the normal “points” that come up at EVERY closing.

Legalman’s standby “problems” for stalling can be dissolved in most cases by dispatching a secretary to pick things up. The lawyer may tire as his energies are well managed to match his expectations and when his expectations are adjusted he won’t often have the energy. NEVER GIVE HIM THE BALL – make it look like if he’s pulling away he’s ruining the game.

If Legalman won’t yield, then apply boy girl theory, take a casual attitude, indicating that the deal is off, “Well, I guess that’s it; it looks like we just can’t make this one.” Suddenly its big boy time for the seller to stand up to his attorney. At this point the main factor becomes the degree of financial desperation on the part of the seller – prolonged legal costs can be an issue for a poor seller also. Out of desperation the seller will try not to allow Legalman gumming up the process. The salesman has no direct control over this, but indirectly he does, because he can choose which deals he works on... MAKEABLE deals.

The seller’s attorney is against the deal... the buyer’s is for it... therefore the seller’s attorney is the odd one out often. Next killer of deals is the dirty laundry element. This may include things such as undisclosed major liens against the property, discovery that the mortgagee won’t allow transfer of ownership, detection of vacancies in the building being greater than disclosed. A favourite trick is to fill the place with relatives. The fact is that there will nearly ALWAYS be some deal-killing laundry that comes out – try and check these before the closing – use a checklist in general conversation. Also inform the buyer that this laundry is perfectly normal... count on it!

At the close create an atmosphere of expectancy of dirty laundry, rather than shock. Make the buyer realise that seller’s surprises are normally numerous and major at EVERY closing... eliminate the shock value. When the laundry is a physical problem requiring something to be done take the matter into your own hands. When the problem is something insurmountable go for the fair reduction in sale price, or failing that, a sale-leaseback option or contingent payment sale. All else failing try the boy girl theory on the buyer by taking him alone and reminding him of the property’s good points creating in his mind an emotional feeling that he was about to lose the girl.

If the dirty laundry is just too ridiculous, as it often is, just reluctantly classify it as a “factor beyond my control” and add it to the checklist of opening questions for the seller in future.

The final crucial step is to get paid – this is about scoring without an infraction, or if an infraction is issued, intimidating your way to getting counted anyway.

## 5 – Crossing the Line Becomes a Bore if You Don’t Get Credit When You Score

The object is not to close deals, but to receive satisfactory compensation. The goal is to earn and more importantly RECEIVE income. Closing deals is so much trash if you my friend don’t get the cash. The goal is to intimidate the seller into thinking that he would not be better off by not paying you. This is done by keeping strong posture and that is done by being aware of:

- a) Keeping a finger on the pulse in order to pinpoint the exact time and place of the closing;
- b) Maintaining good relationship with the buyer so that I would at least have his moral support and;
- c) Bringing an attorney to the closing to have the unwritten Attorney to Attorney Respect Law working for me.

Don’t be bluffed when they try to chop off your fingers... apply the

Bluff Theory – The best way to bluff is not to bluff. Rich people by virtue of their wealth, have staying power. The only alternative to wealth in being able to walk away is to have guts. Draw a line and that is where the intimidation stops.

If the seller reaches for your chips, move swiftly to gum up the closing. The secret was to avoid being lulled into fiddling while the horse was getting out of the barn. If the deal closed and I hadn’t gotten paid yet the problem is of a whole different magnitude. If that happens there is no bluffing it’s time to sue. It’s better to walk away having the seller hating you and being paid, then to be walking away with them singing your praises and having been underpaid.