

Everyone Needs a Coach

By Jerry R. Smith

Have you ever wondered why all successful athletes and most successful business executives have a personal coach? Would your life be a little easier or more successful if you had a personal coach to discuss your challenges and goals with?

Most salespeople would love to have a professional coach to discuss various aspects of their business and even personal lives with, but few even enquire as to what's involved. Maybe it's because they are fearful of what the coach may ask them to do or maybe it's the fear of having someone hold them accountable for what they know must be done to be successful.

Let me help you with some of the facts and myths about having a personal coach.



A personal coach is to help you, not to beat you up.

- We believe and train coaches to always be looking for strengths, not weaknesses.
- A coach should be looking for qualities and abilities they see in their people and help bring the positive aspects of the person to the surface, causing increased productivity and job satisfaction.
- A personal coach is there to help you set and achieve your goals.

If you have a personal coach that only focuses on what you're doing wrong, or what you didn't do that they told you to do, **you need a new coach.**

Wouldn't it be great if everyone in an organization had a coach to work with? From the President, to the newest employee, everyone should have someone to meet with to help them move their career to the next level.

Another misconception is a coaching session is similar to a performance review, or is often used to discuss a problem with sales results. We believe the purpose of a coaching session is to always focus on the positive and never allow it to be move to negative issues. If everyone spent more time thinking about what people around them are doing right, and talking about the right decisions made, people would automatically do more right things and make more correct decisions. **It's as simple as rewarding good behaviors.**

Personal coaching needs to go beyond a work environment. It needs to be a part of working with every buyer or seller in a real estate transaction. It needs to be such a part of everyone's personal life, like working with a spouse, children, parents, siblings, and with all of your friends.

We should all be looking at everyone around us and take just a minute to ask, listen, and praise.

So who are you coaching? Or maybe more important, who should you be coaching? You know the answer, so make the commitment and start changing someone's life. Your life will be rewarded far more than theirs.

Alice Taylor Baker and Jerry Smith, co-owner of Success Coach Systems are both Certified Real Estate Success Coaches. They have been working with real estate broker/managers and sales associates for over 30 years. Integrity Coaching[®] has been the foundation for their coaching business and combined with Integrity Selling[®] and Total Success in Real Estate, they have the formula to help real estate professionals have a more productive and rewarding life.



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