



MUST READS FOR INDSTURY PROFESSIONALS



The global pandemic has greatly impacted the way we train, connect and communicate. Must-read business books, sources of good information we can read as time permits, remain reliable resources for increasing skills and staying on top of the market.

Here are a few recommendations of some of the best books savvy real estate professionals should be reading in a changing industry environment:

1. Ninja Selling - A best-seller since it burst on the scene in 2017, this motivational page-turner by award-winning real estate professional Larry Kendall helps you shift your approach from chasing clients to attracting clients. Its step-by-step guide encourages agents to ditch the ego-driven samurai stance in favor of the more thoughtful, results-driven ninja posture, a proven way to master relationship-building and improve the quality of life.

2. Who Moved My Cheese? -Unlike mice, who try to find their cheese by running through the same mazes over and over again, says physician author Spencer Johnson, human beings should seek their 'cheese' - whether a dream job, business success, or dropping extra pounds - by cultivating thoughtfulness and resilience. Attitude counts, he shows effectively in his book, as does understanding human nature

and learning to deal with an ever-changing environment.

3. How to Win Friends and Influence People - 80 years after publication, this book by sales expert Dale Carnegie is still helping beginners and experienced professionals instill confidence in others and make great first impressions. Carnegie offers timeless tips on the art of negotiation and becoming an admired leader.

4. The Millionaire Real Estate Agent Another perennial favorite, this straightforward tome by renowned executives Gary Keller, Jay Papasan and Dave Jenks focuses on increasing productivity, creating successful lead generation models, and developing a millionaire mindset.

5. Never Split the Difference: Negotiating as if Your Life Depended on it - In this forthright life tutorial, Former FBI hostage negotiator Chris Voss shares nine keys to negotiating everything from high-stakes deals to big-ticket purchases to relationship-changing decisions, primarily by using intuition, psychology and emotional intelligence. The goal, Voss says, is becoming a master at creating solutions where everyone walks away feeling like a winner.

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