

# The Big Catch

By  
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Summer is upon us here in the Midwest, which for many of us means, “Tis the season to go fishing”! Fishing for the pure sport of it (Catch and Release) is a relatively modern activity, but fishing as a livelihood has been around since the days of the caveman, as evidenced by the unearthing of fishing lure artifacts. In the spirit of the fishing season upon us, let’s look at the similarities and commonalities between Fishing and Selling.

In the world of fishing, be it sport or commercial, we see at once the dedication and perseverance in weathering the environment that these professionals have to maintain in order to reel in the “big catch”. It is this very dedication to and excitement and challenge for the career that keeps the angler hanging in there, waiting to get the next catch. We as sales professionals have our own climate to weather, especially in our current market. We need to maintain our dedication and commitment to selling. We need to stay current, educated, proactive and patient as we also look for our catch.

If you are old enough to remember, think back on the days of the grade school carnival. Do you remember the Cake Walk and the Fish Pond? Can you recall the 100% success rate achieved when your fish pole was lowered behind the curtain, and after a few moments and a slight tug on your line, a prize “catch” of some sort magically appeared as you pulled your line in? Remember the excitement?

The excitement is still there, but the ease of the catch and the 100% success rate is not a sure thing. If you compare our present home sales market to the “sea” in the fishing world, we are currently casting our lines in an ocean with fewer biting customers. Neither a fisherman nor a sales agent can be successful without skills, planning ahead and having the right gear. Just as the fisherman needs to outfit their vessel with the proper equipment, so does the sales agent need to be prepared. Is your tackle box stocked with the tools and gear you will need to make a good catch?

Your tackle box should include all of the preparatory activities you have done ahead of time to ensure that you are fishing with the right lures for interested customers. Your personal phone calls and invitations, advertising, marketing collateral, these are all part of your tackle box. You also want to know the waters you are navigating in... your local community, your immediate neighborhood, your builder. And don’t be caught off guard by a storm front. Be prepared, have your life jacket on, and be ready to handle all objections. Anticipate



rough waters by actively listening to your model visitors, learn their unique wants and needs, and anticipate their concerns, questions and uneasiness (disguised as objections).

A good fisherman outfits their vessel with the equipment that will make the fishing trip a success. Likewise, your vessel (your model home) should also be outfitted accordingly. It must be welcoming and receptive to visitors, stocked with information and sales materials, and you must be attentive to the activity at hand. Your fish finder radar should be turned on and functioning every minute. Don't just pitch in the line and wait for a nibble and the bobber to go under. Be attentive, continue to cast your line and pull it back in, be an active participant in the sport, not a passive observer. Talk to your potential customer, ask questions to find out what their story and situation is, and let them know you are there to help them.

When all conditions are right and with all the needed equipment on board, the opportunity to make the big catch still rests with the professional...you. Your knowledge, skills and ability to connect with your prospect will be the key to reeling in the customers, over and over again. If you are prepared, professional and personable, you will not be participating in the catch and release program.

And, as with any fishing excursion, there will be days where there is not a nibble, or even worse, where the big one got away. Don't let these days be discouraging but remember that the big catch is still out there, waiting to be landed. It is within your power to find and make that catch.



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