



Daniel Gale Sotheby's International Realty takes a "Ninja Selling" approach to real estate

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Daniel Gale Sotheby's International Realty's inaugural Ninja Selling class toasts the conclusion of a successful four days of intensive training designed to help real estate advisors achieve greater success with a better business model.

Cold Spring Harbor, NY Daniel Gale Sotheby's International Realty, (Sotheby's) one of the nation's leading realtors, is sold on the "Ninja Selling" approach to real estate. The intensive training program is designed to help real estate advisors achieve greater success with a better business model. Ninja Selling is based on the philosophy of building relationships, listening to the customer, and helping them achieve their goals. The program, which was introduced in early spring of this year, has been embraced by Sotheby's real estate advisors and sales managers alike.

"We are very excited to be able to offer this important tool to our real estate advisors," said Sotheby's CEO Deirdre O'Connell. "As a selling system, Ninja is very much in line with our vision for the Daniel Gale Sotheby's International Realty brand, and is backed on a national basis by the Sotheby's International Realty brand. Unlike many other real estate organizations, we don't view ourselves as transactional agents but rather as trusted advisors. An important part of our job is to help people make the decisions that will change the way they live. That's a tremendous responsibility and we want to ensure that we are in the best possible position to help our clients make a choice that suits both their dreams and their needs."

"The Ninja concept of success is less about selling and more about how to create value for clients," said Deborah Hauser, COO of Sotheby's. "We want to attract and establish relationships with people who desire and appreciate trusted advisors in their business and personal lives. Our real estate advisors ultimately help people make decisions that will impact their lives in a positive way with a relationship as well as a transaction. The best part of Ninja Selling is the honing of relationship skills and embracing gratitude for the abilities and gifts we are able to share with our clients."

Navigating the real estate landscape is complicated. While there is a wealth of information out there, it can be overwhelming without a local, knowledgeable guide who can synthesize that information and put it into perspective for individuals. "It has become very difficult for consumers to put trust in a

source or a person,” said O’Connell. “By establishing the long term relationships that help a client as they move through life, we are a valued partner with the local knowledge that cannot be found on the internet.”

“Ninja approaches the client relationship from a holistic viewpoint,” said Hauser. “It helps you understand the value you bring to the relationship. In order to apply your skills in a sales-orientated way, you have to understand motivation, know how to listen and utilize the practical skills to respond to client needs. The training breaks you down to experience the mindset of gratitude so you’re open to embrace their needs.”

From the moment the Ninja Selling program was introduced, it has earned complete buy-in from the company’s leadership and management team, ensuring the proper structure to the program. The first Ninja Selling class has finished the program with a second group preparing to take the training this fall.

“We are well on our way to becoming a Ninja company,” said Hauser. “We have even been contacted by veteran agents outside Daniel Gale Sotheby’s International Realty who have expressed interest in being part of our Ninja Selling. The results speak for themselves.”

Ninja Selling is not just for newer real estate advisors; experienced advisors have also reported a benefit. Scott Wallace, a Gold Circle of Excellence real estate advisor who works out of the Garden City and Rockville Centre, attended Ninja Selling because, “I knew it was time for me to get refocused, remotivated and go back to basics. What I got out of this program is all that and much more.”

Silver Circle of Achievement real estate advisor Myla Borucke of the Glen Head/Old Brookville office took Ninja Selling, “To expand my business and be a better Daniel Gale Sotheby’s International Realty agent. I’m learning a lot of information that I already knew, but I didn’t know how to make the most of that knowledge. Ninja Selling has taught me how to better apply what I know.”

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