
John Whetsel's Story

From the Heart



John Whetsel has gone from unconscious-incompetent to Mastery in 45 short years at selling real estate. John is willing to eliminate the traps and pitfalls for his clients to give instant traction to their businesses through clear and concise skills development. You will need these skills to compete in the future. According to the experts it takes 10,000 repetitions to gain expert status in a certain discipline. John has done that. Constantly learning, practicing, failing and succeeding in thousands of presentations during his life experience in real estate sales

The lessons have been many and impactful. As a new agent, and not even employed officially by the company, and motivated by fear of failure, John had an incredible first week in selling. Earning over \$20,000 that week...and that was in 1968. That week stayed with John throughout his 6-year term with Boise Cascade Development company. It also prepared him to become a trend setter in new home and development sales and transferring those experiences to residential real estate sales. The "week" also propelled him to become the youngest sales director ever in company history. John inherited over 100 salespeople in 4 different markets. That same first "week" also allowed him to take his wife of two years on the honeymoon to Jamaica that was long overdue.

Once it was established that John had no idea what he was doing during that "week of glory," he had to figure out that hustle alone would not sustain a career in real estate sales. There was a lot more to it. It took mentors, coaches, practice, sales systems, great customers, and good old-fashioned discipline to realize a life experience in selling versus having a job. John's famous line is "he did not work a day" while selling real estate. Authenticity, not getting caught up in the outcome, and doing the uncomfortable tasks routinely were a staple in John's growth and development.

Through trial and error and help along the way, John discovered his own style in selling real estate that went from "buyers are liars" and "sign here, press hard, fourth copy is yours" mentality to one of a counselor approach to customer problems. The greatest reward in helping people is finding a customer's true motivation for buying or selling. The next step is having the salesperson and the customer agree on the motivation. Finally, the salesperson and customer working together to get the customer's desired result as quickly and proficiently as possible



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This process builds lifelong relationships as well as a solid growing business. John's passion for sports motivated him to be a coach when his playing days were over in order to pass along the same passion, skills and attitudes that he had acquired as a player to help other young athletes realize their potential. John's passion for selling equals his love of athletics and the transition is the same: having the new opportunity to share this passion, life lessons and learned skills to help individuals achieve the results they envisioned by choosing real estate sales as a life experience. The desired result is mastery with abundance.

This is what JW Real Estate Coaching is all about.

