



USING THE SHIFT: DOUBLE THE LISTINGS IN 600 FEWER CONTACTS

How Mahala Landin's Team used **The SHIFT** to convert more leads in fewer contacts and create **Predictable Greatness**.

A POWERFUL TOOL

"**The SHIFT** is an opportunity to stay current and in touch with what's happening in the market because real estate moves so fast."

Her team's results speak for themselves:

32 Contracts
in 1 Month



In 600 Fewer
Phone Calls



"We're seeing it in real life and that makes it tangible; everybody wants to put it into practice in their business."

MAHALA LANDIN

Managing Partner/Broker In Charge
The Rachel Kendall Team

OBJECTIVES

Mahala Landin didn't want the shifting real estate market to slow her team down. They'd had an incredible year in 2022 and wanted the start of 2023 to outpace what they'd done the year before.

Mahala believed personalization was key to making 2023 her team's best year ever.

"I would say to the team, 'you know your numbers are great, but they have to mean something. They have to actually be able to tie directly into the work that we're doing, or it just becomes meaningless.'"

SOLUTIONS

Looking for new strategies led Mahala to Workman Success Systems, where she would ultimately learn about – and implement – **The SHIFT**, the tool she credits for achieving her goals in January 2023:

"In January, we wrote 32 contracts. Last year we did 26. We met 86 appointments in January, which is the same as 2022, but more impactful, as we had 600 fewer conversations. I attribute that to the skill and the power of the WSS program and **The SHIFT**."

She says **The SHIFT** has been so powerful because of how it's been implemented.

"We've been using it weekly. We read it together. It's one of those things where we go around the room and everybody takes a paragraph. We read it out loud. We go through every one of the steps. And then we're creating prospecting plans and strategies to immediately implement."

BENEFITS

More Contracts

Compared to January 2022, Mahala's team wrote 6 extra contracts in January 2023.

And Double The Listings

"The quality of our conversations has improved so much we are on track to more than double our listings while having 600 fewer conversations."

In Fewer Contacts

"[In January], we had 600 fewer conversations. There are not many times I celebrate that, but when it comes to closing on the phone, I attribute that to the skill and the power of the WSS program and **The SHIFT**."