

Opening Doors to Your Success

Deborah Kantor



If you're a new real estate professional looking to build your business on the right foundation, or a seasoned agent looking for fresh motivation, Deborah

Kantor is ready to share her methods that have repeatedly opened the doors to sales success.

Deborah came by her talent for sales honestly. Raised in New England by a father who made his living selling siding and roofing, she grew up observing his well-designed business systems, self-discipline and flair for connecting with people. At 13 years old, she asked to begin babysitting, and he suggested that she go to work for him getting leads instead. He offered her a 10 percent commission on any contract she landed. That was big money for a young teenager.

She adopted the pseudonym Debbie Bright and began fearlessly cold-calling homeowners – and with lucrative results. To this day, she can still recite the sales script she used. “At 13, I learned everything I needed to know about closing a deal on the first phone call. I got him a tremendous amount of leads, and I was making all kinds of money.”

Deborah's first official career was in staffing, and from that company's principal she learned more sales wisdom. “My first professional mentor's method was simple. He didn't advertise. He never did mailings. We didn't have email or the other technologies that people today get lazy and rely upon. I've learned it's the ABC basics that make people successful in real estate or any other kind of sales; calls to connect, client visits and getting eye-to-eye with everyone.”

Deborah eventually parlayed those early lessons into a series of successful business experiences, including a triumphant stint in real estate. “We moved a great deal for my husband's career while raising two daughters. We had eight homes in 20-plus years, and I was never happy about the service we received from our Realtors®. We finally relocated to Cape Cod, Massachusetts, where I decided to get my real estate license. I started out with a big brand and did seven buyer transactions my first year with no training and no listing opportunities. I realized I loved the business, but I needed to go someplace where I could learn to do it well. I joined the largest, local, non-franchised, regional firm in Cape Cod and spent the rest of my career there.”

By her third year, Deborah was the top individual performer among the company's 100 agents, and steadily in the top 10 percent of the 2,500 licensed agents on Cape Cod. Many wanted to know how she had achieved such a feat. She went to the owner of the company and suggested creating a sales training program, not just for new agents, but for everyone. She told him, “This is a sales organization. Industrywide, Realtors® don't realize they're in sales, and there is an enormous functional deficit when someone doesn't understand that from the first moment of

contact, by voice or by handshake, there is a closing process that has begun.”

Convinced, he gave Deborah a sizeable budget and the authority to put a training program in motion. At the end of two years, the result was that the average agent had increased sales by a staggering 108 percent. The highest increase was 240 percent by two agents with 15 years of industry experience. “I also worked with managers,” she says. “Most companies don't provide training for their managers, which is another big mistake. Their customers are on the floor generating sales. They need to fully understand how to hire the right talent and then give them what they need to succeed so they'll keep producing.”

Today, Deborah is providing individual real estate professionals, sales managers and teams with training designed to help them master the fundamentals of sales, resulting in higher closing ratios and client retention that go hand-in-hand with white glove service. By focusing on the Four Rs: Rapport, Retention, Referrals and Reviews, Deborah can help turn an average agent into a sales superstar.

While many of the industry's training organizations offer a one-size-fits-all solution dispensed by coaches who may not have walked the talk, Deborah offers something different. “I make every client a customized project. I look at what's working and what isn't, whether it's an individual or a group, and then help them tweak what they do well, come up with fresh ideas and work better within their space. I look at how people interact, how their time is used and how they can offer more to the customer.”

From 13-year-old sales Phenom to seasoned sales guru, Deborah has proven that she can open doors to success. “I'm a girl with sales in my DNA. I've learned that it's so important to build a rapport with people, to understand why they're talking to you in the first place, and what they're looking to achieve. Sales is not a bad word. If you're the right person to satisfy and accommodate those needs with integrity, then you're providing a necessary service. Paying it forward is my passion. I find so much joy in seeing people succeed.”

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