

#002: Hearing No, but Staying Focused

Megan: Today we have "Quyen-Trujillo" on Refuse-Defeat with us, and she's a well known realtor throughout Pinellas, Hillsborough, Pasco County which are all in Florida just in case you're wondering and she has earned the respect of many satisfied clients. She consistently delights, inspires sellers with her dedication, professionalism, enthusiasm, and her compassion combined with her in-depth knowledge of the area of powerful networks of influential contacts. Quyen makes a superb choice for all of your real estate needs, she's my personal Realtor, she has helped me purchase multiple houses so I'm so happy to have her on the show. She's a senior real estate specialist, has a Bachelor of Finance from USF and she's investor trained so she deals with those pesky investors and she's also been featured in HGTV's House hunter show in multiple episode. Is that everything that you've done?

Quyen: I think you've pretty much got it Megan thank you so much for having me on the show

Megan: You're welcome I'm so excited to hear all about your failures. So how did you get started in real estate? Like what peaked your interest?

Quyen: So this is funny, I think it comes full circle because now that I am ON HGTV's House Hunters I look back and I remember that's kinda how I got started. I was a stay-at-home mom for over 10 years, and as white noise in the background of my house I always had that channel on, I always was watching something on that show, and I really feel like that's what led me in this direction.

Megan: Wow, I never knew that about you. *(Laughter)*

Quyen: *(Laughter)* So many secrets I have.

(both laugh)

Megan: You do. What is your biggest failure that you have overcome within the real estate realm?

Quyen: You know, I have been pretty blessed in my career but what I can say is that i don't if I have one major failure, but consistently throughout the day, throughout my week, throughout my cycle in any of my transactions I have consistent rejections. When I first started real estate, I viewed them as failures. Any time someone told me No, I thought I failed. Any time I couldn't get a listing appointment, I thought I failed and really what I had to sit back and take a look at with everyone of those rejections led me to a yes. Everyone of those failures led me to a new experience and I found that I learned a lot from every single one of my rejections.

Megan: That's really good to know because I feel like in business a lot of people once they hear no, one or two times it's such a mood kill. I guess that's the best way to explain it, so to like stay upbeat and positive and keep going after what you're fighting for is so important especially if you're hearing it every single day

Quyen: Absolutely! and I didn't realize that real estate is sales. A lot of jobs, you know we're in marketing, we are pretty much a salesman so we hear NO all the time and I think that we need to learn to get past that, and learn to grow from it

Megan: I agree 100% with you. I think hearing no's is always pretty hard when it comes to sales. How did you overcome this, like how do you combat this no everyday?

Quyen: Well to tell you the truth, when I first started I thought I was in the depths of despair every time I hear a No. *(laughter)* I think what I had to step back and find out was that in the end it's all a numbers game, you know it goes back to every single rejection I have. The more rejections I have the closer it's going to get me to that yes and it was just a mindshift it's all in perspective. So I think a lot of times you hear no, you hear no, you hear no, you wanna call it a day. How I feel now is, if I can just hear eight more no's that will get me to my next YES!

Megan: That's an awesome way to look at it. I think it's very hard for people to realize that you are getting closer to that Yes, and you are almost there, you just have to go through a few more No's to actually get there

Quyen: Absolutely! Absolutely! and I think just starting out, I think a lot of people have to get through that, that mind shift, it really is all a shift in perspective

Megan: What is your one piece of advice that you would give to a new realtor or a new person in sales cause realtor is really is sales, so just one piece of advice that you would give them base on your experience with daily rejection?

Quyen: FOCUS, don't let go of your focus. Whatever your goal is, focus on that and have a laser focus towards that, don't deviate

Megan: Give me an example.

Quyen: When I first started, I wanted to have at least two transactions a month and I feel like because I didn't deviate that, I didn't allow myself to fail in that regard. I always had, I always had that vision of what my goal was, what I needed to do to get there and I didn't finish my day until everything was done.

Megan: Laser focus, I like that. I also remember one story you told me, like, years ago and you were saying that you wrote yourself a check and then you revisited it a couple of years later and you hit that goal can you talk about that a little bit more? Cause you were saying focus and you

obviously had this focus from longer than a couple of months to reach your goal. So I, I love to hear that story and, and how long it took you to reach that.

Quyen: I was cleaning out my closet and this is, this is mind boggling to me. I wrote a check to myself for a hundred and fifty thousand, and when I first started real estate, my first year I didn't do any transactions, so for me to write myself a check for a hundred and fifty thousand was a lot of money and I said to myself that I will reach that goal and I will make sure that that will be my net commission income. I don't know what happened. I forget what time period has lapsed, but I was cleaning out my closet and I found that check that I wrote to myself for a hundred and fifty thousand, and do you know that time in my career I had surpassed that commission

Megan: Wow that's awesome. I remember, can't remember, It was like over a year ago that you told me that...story

Quyen: It's crazy, mind boggling to me cause I actually forgot that I did that. It must have been so ingrained, so focus in me that I just, I forgot about that little step but I knew that i still had that focus

Megan: That's awesome. So it, it really does come down to what you tell yourself every single day getting up and getting those no's so that you can get the YES!

Quyen: Absolutely!

Megan: Then staying focus on your one goal in your career

Quyen: That's right

Megan: That's awesome. Thank you so much, do you have anything else to add...before I cut you off

(laughter)

Quyen: I'm so honored to be a part of your show. Thank you so much for inviting me

Megan: Thank you so much for joining us on Refused Defeat, I can't wait to share your story with more people especially realtors. I feel like real estate is such a hard area for realtors when I first get started, and then just everybody in sales needs to know that you can handle daily rejections so thank you so much for being on the show, I look forward to hearing from you some more

Quyen: Thank you Megan!