



RUSS WHITNEY'S
THE ART OF HUMAN ENGINEERING



Russ Whitney's The Art of Human Engineering

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Welcome Page

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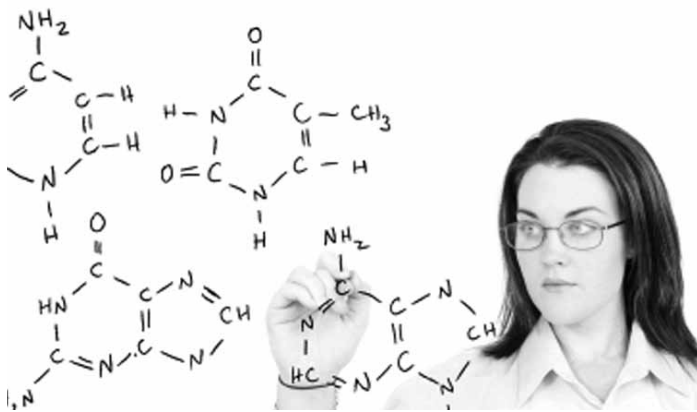
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What Is Human Engineering All About?

If there's one thing I've learned through my years as a real estate investor, it's this: Selling goes far beyond the property. Beyond the empty land. Beyond the physical house. Selling is about people and their emotions, actions, and reactions to YOU. It's about selling yourself as much as it is about selling the property.



This art of salesmanship can also be considered a condition of human engineering – or the basic fundamentals of effective communications and negotiations. Human engineering, by definition, refers to the management of humans and their affairs. And that is exactly what we do when we make our offers, negotiate our deals, and sell our properties. We manage people.

We all know that the way we begin our communications with buyers and sellers sets the tone for future negotiations with those folks. However, if you learn how to communicate and negotiate effectively, you're only about 50% of the way to your success. The other 50% is salesmanship. For example, if you're trying to make a "no money down" deal on a house, you're basically trying to sell the seller on that particular offer. You have to look beyond the numbers and recognize that just because you've thrown out an offer it's not going to be automatically accepted. Additional groundwork needs to be laid, including selling yourself to bankers for loans, attorneys for legal assistance, agents, rehab specialists...or anyone else that may be part of your investing army. A large part of whether or not someone decides to work with you depends on their judgment of your character and not just what is on paper. That is why this course on human engineering is crucial to your real estate investment education.



BY LEARNING SKILLS ASSOCIATED WITH HUMAN ENGINEERING, YOU WILL BE ABLE TO:

- 1. Increase your efficiency
- 2. Increase your consistency
- 3. Eliminate a lot of wasted time

Leading the Pack

Many of this country’s most successful investors, Fortune 500 Chief Executive Officers, and even celebrities who have built brands around their names know that “selling” an idea is just as, if not more important, than the idea itself. Even YOU have experienced this in your daily life. Whether you’re trying to make a point to your husband or wife, ask your boss for a raise, get out of a traffic ticket, or land a big win in the boardroom, you have to convince the other person that your idea is the best idea.



Business leaders such as Donald Trump, Jack Welch, and Lee Lacocca are most notably some of the

corporate world’s best salesmen. They may not have been great construction workers or engineers, but they knew how to sell their visions and dreams to others who could help push their successes forward. They learned how to effectively communicate with construction companies, technicians, and even the government. Even Oprah and Martha Stewart have built their brands through salesmanship – not only through physical sales of their product lines, but also through their skilled use of public relations.

Create Win-Win Solutions Through Human Engineering

I’ve learned through firsthand experience that life is easier if you master skills to manage human engineering. Plain and simple. And whoever said



“you catch more flies with honey” wasn’t lying. “You scratch my back, I’ll scratch yours.” Or, as I like to say, create win-win situations and you’re almost guaranteed a success! In today’s society, many folks have turned away from helping each other. Too many people are greedy, selfish and self-centered. But believe me when I say this: You will get much further in life if you start treating others the way you want to be treated. You need to make this your first and foremost fundamental goal. Positive energy breeds positive attraction. Create a win for someone else and the win for you will follow.

Notes: _____



Create win-win situations and you're almost guaranteed a success!

Now I've had my own ups and downs in my life. There were times when I doubted myself, doubted others, even doubted whether or not win-win solutions were possible. That's why I've written this book – to tell you that, undeniably, creating win-win situations is not only possible, but preferable. By the end of this series, you, too, will undoubtedly know the meaning of this and be able to master human engineering. You'll understand how to work with sellers, contract help when needed, define the needs of others, and, most importantly, determine how best to satisfy those needs. If you learn these, the rest will follow.

The Key to Making Deals Starts with an Unmotivated Seller

If you use human engineering to start each and every deal or transaction that you make, the chances of that deal becoming a success increases. You have to do your research. Dig for information on the property. Learn about the seller. Sometimes deals won't even get off the ground if you don't do your research...no matter how good the deal sounds or cash-flows.

The seller may not be negotiable from the start – a non-negotiable seller. Sounds crazy, right? A “non-negotiable” seller. If someone is a “seller”, shouldn't they WANT to negotiate? But what if your offer is too low or you want a no money down deal?

It's possible that the seller may not be interested in going that route just yet. They're not motivated enough or they are holding out for a price closer to or better than what they paid. You can make all the offers in the world but, for one reason or another, the seller is just not ready.

LET'S TAKE A LOOK AT SOME REASONS WHY A SELLER WOULD BE HESITANT TO SELL:

1. *It's not time yet.*
2. *They are not truly motivated.*
3. *Even though they have put the property on the market, it doesn't mean they need to sell it right away.*
4. *They need the cash. (Possible if you are offering a no money down deal.)*
5. *They just don't like or trust you.*

Yes, I know it sounds funny. You can laugh all you want, but sometimes there is no logical reason behind a seller's lack of motivation. However, this is where human engineering comes in. What if you could sell YOU to the seller? Or, better yet, sell the reason to buy? Creating trust and a positive relationship with the seller could get that seller to switch gears and want to work with your offer. No doubt, “likeability” will take you a long way in business. But you need to have the “goods” to back it up. Try creating logic and reason. Show the sellers a logical reason to sell and BAM! You've nailed the deal! In order to do this, you need to know the seller...and their hot buttons (including, yes, greed!). That's why information is KEY when doing deals.

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TO BECOME A GOOD SALESPERSON, YOU NEED TO:

- *Learn how to structure what you say and how you say it.*
- *Have enough product and industry knowledge to engage in conversations confidently and intelligently*
- *Use third party stories in your conversations*
- *Find enough commonalities with the person – and know enough to talk about it!*

Throughout my years of being mentored, I discovered that you also need to learn how to structure what you say and how you say it. You need product and industry knowledge to engage in conversations confidently and intelligently. The use of third party stories is massively effective in driving your point home to business partners, buyers, sellers, even your family and friends.

Find enough commonalities with a person – and know enough to talk about it – and voila! You’ve developed a relationship and built up your character.

And that’s exactly what this course will help you do – be a better salesperson and an effective communicator. This series will give you the tools – the sales arsenal – to become a better deal closer, a better moneymaker and a more mindful negotiator.



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“The art of communication is the
language of leadership.”

James C. Humes

