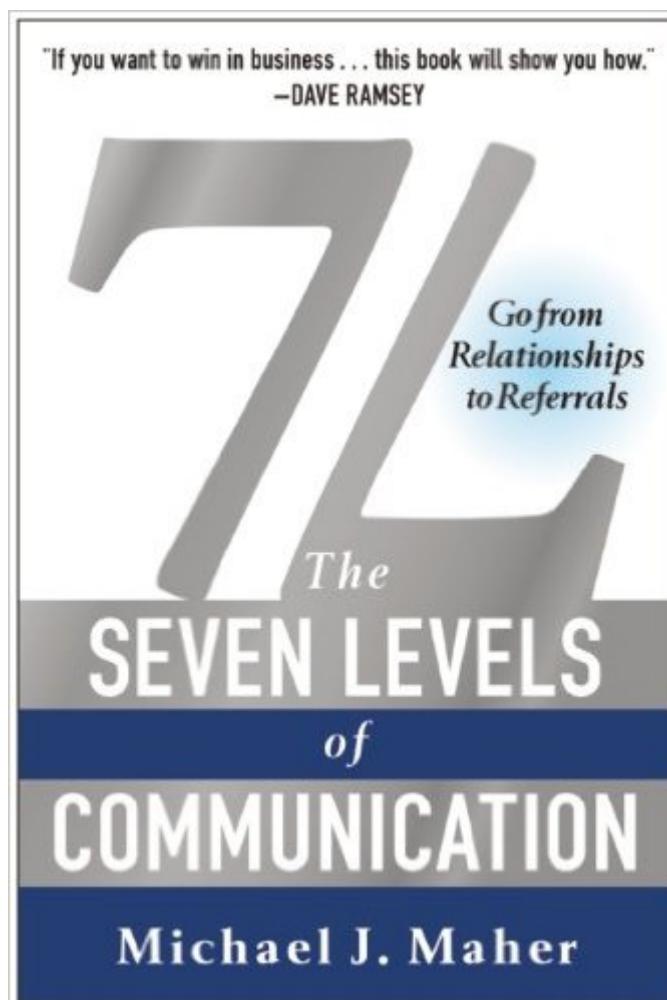


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# 7L: The Seven Levels Of Communication: Go From Relationships To Referrals



## Synopsis

Can you imagine receiving a referral each and every day? Neither could real estate agent Rick Masters. (7L) The Seven Levels of Communication tells the entertaining and educational story of Rick Masters, who is suffering from a down economy when he meets a mortgage professional who has built a successful business without advertising or personal promotion. Skeptical, he agrees to accompany her to a conference to learn more about her mysterious methods. Rick soon learns that the rewards for implementing these strategies are far greater than he had ever imagined. In seeking success, he finds significance. This heartwarming tale of Rickâ™s trials and triumphs describes the exact strategies that helped him evolve from the Ego Era to the Generosity Generation. This book is about so much more than referrals. This is about building a business that not only feeds your family, but also feeds your soul.

## Book Information

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## Customer Reviews

&#147;If you want to win in business...this book will show you how.â• &#151;Dave Ramsey, author of EntreLeadership and The Total Money Makeover &#147;(7L) is the clearest, most concise book Iâ™ve read on what it takes to be a great salesperson. It is obvious why Michael J. Maher is one of the greatest sales people in the world. This book will become a classic.â• &#151;Larry Kendall, Chairman Emeritus of The Group, LLC, and author of Ninja Selling &#147;Master the generosity game...build a powerful, referral-based business...put the wisdom of (7L) into practice.â• &#151;Gary Keller, New York Times bestselling author of The Millionaire Real Estate Agent, The Millionaire Real Estate Investor, SHIFT, and The ONE Thing, and Cofounder of Keller Williams

Realty International (7L) is the most reliable and sensible business-building system I have ever seen... If you follow this amazingly simple recipe, I guarantee success will follow you. •  
Todd Duncan, New York Times bestselling author of Time Traps and High Trust Selling  
Required reading for all my coaches! Excellent! • Bob Corcoran, founder of Corcoran Consulting & Coaching  
Every real estate agent needs to read this book and give it to all their referral partners. In (7L), Michael J. Maher shows you how to build a recession-proof network. •  
Dr. Ivan Misner, founder of BNI and Referral Institute and New York Times bestselling author of Masters of Sales --This text refers to the Hardcover edition.

Michael J. Maher, (7L) North America's Most Referred Real Estate Professional • and founder of the Generosity Generation, is dedicated to helping salespeople earn a better living and live better lives. He rocketed to the top of his profession by earning more than \$1 million in his third year of full-time real estate. With the slogan of We're not #1...YOU are®, the Kansas City Home Team continues to be one of the top real estate companies in Kansas City. Maher is one of the most in-demand speakers on referrals, generosity, marketing, and relationship-building.

This is a fantastic book for anyone involved in sales, and magnify this for REALTORS®. mortgage professionals, and anyone else involved in real estate because the main characters in the book are from the real estate industry. The book opens with us joining a REALTOR® circa 2010 who has been struggling with sales since the meltdown of 2008-2009. He's been invited to lunch to meet with a mortgage lender. He debates even going, but figures he might as well get a free lunch. He meets with the most charming mortgage lender who seems to know every little detail about the staff in the restaurant from the hostess, to the server, to other patrons. She has lunch with our struggling REALTOR® and later asks him to attend an event that she thinks he may benefit from after hearing that he's been struggling. Our struggling REALTOR® reluctantly attends the event which turns out to be one of those Tony Robbins-type of motivational events with a pitch at the end of hiring a coach. Our struggling REALTOR® is impressed when his mortgage lender friend from lunch is called up on the stage to provide a testimonial and he ultimately decides to hire a coach. The rest of the book takes us step by step through a coaching program with our struggling REALTOR®. We learn about building personal relationships and the virtue of being servant-minded in approach. We learn about mining our database, grading our prospects, and remembering how to ask for the business. We learn about the seven levels of communication structured as a pyramid with the highest level being face-to-face or what I like to call belly-to-belly

communication. This is what it's all about in building personal relationships. People want to work with people who they know, like, and trust and what better way to do this than going belly-to-belly. We watch an incredible transformation of our struggling REALTOR® into a confident person who starts putting others first and in doing so he finds himself again and regains the success he had prior to the real estate meltdown. I picked this book up at the perfect time as we head into what is going to be a record year in real estate. It's a great reminder of what real estate professionals need to be doing to achieve success. It's a great reminder that it's all about "them" and not about "you." This book is a must-read for any REALTOR®, mortgage lender, or any other real estate professional. I highly recommend this one for any sales professional for that matter.

I typically read books on business, success, motivation & relationships. This was recommended to me by an agent in my office. I have implemented many of the tips and am working on implementing the rest (Michael gives lots of ideas to implement in this book!). This book reads like a novel, so it's easy to follow along. The steps to implement are clear and direct. I highly recommend this book also because it approaches business success in a different way than other books do. If you are tired of reading the same thing in business with just a different title, then get this book and do what it says to do. I especially appreciate the giving side of doing business that is not usually found in most books. Michael Maher will guide you to experience amazing results in your life so this is a must have!

I truly wish I had this book when I first started my Real Estate business, as well as my network marketing business! If you are wildly successful in your business endeavors, by all means, continue what you are doing, it's obviously working for you. However, if you are looking to improve your customer relationships, your client base, or your business overall, do yourself a favor and read this book. I'm on my second go as a REALTOR and this time I'm pretty successful. This book is definitely one of the reasons why. Stop chasing clients who don't want to be chased. Instead, attract the clients want to work with you by applying the underlying principles taught by Michael Maher.

Michael Maher has hit on the true essence of communication! I am taking his ACCELERATE class because I was so impressed by his book. You deserve it to yourself to read and apply the principles Michael teaches in this timeless resource.

I liked everything about this book. I expected a first-person narrative like most other "self-help"

books I've read. I was pleasantly surprised to find a more fiction-styled narrative. It made the lessons of the Seven Levels more interesting and easier to comprehend. I strongly recommend this book for anyone in a referral-based business. It has the power to change your perspective, and therefore your approach to clients.

I really enjoy books on business, success, motivation, and especially real estate success. This was recommended to me by an agent who coaches real estate agents in my office. I got it and loved it. I have implemented many of the tips and am working on implementing the rest (Michael gives lots of ideas to implement in this book!). This book reads like a novel, so it's easy to follow along with. But when the steps to implement show up, they're clear and direct. I highly recommend this book also because it approaches business success in a different way than other books do. If you are tired of doing insanity (doing the same thing over and over and expecting different results), then get this book and do what it says to do. Enjoy your life and business when it dramatically changes!

7L was recommended to me by a very successful Realtor in California, several of us decided to read it for the month of August in our book club. Within a month 7L has become the "operations manual" for a business marketing and referral group that we started to build our network of professionals. We are using power notes and network stacking (meetings at restaurants) and much more to grow our sphere of influence, create relationships and earn referrals. I highly recommend the book if you are looking to build the referral side of your business. I will gift this book over and over again to those I care about.

I love this book! Not only does it provide sound advice for building your network for personal and financial growth, but it is presented in a way that engages the reader. It's part story, part self-help. I read it once and enjoyed it so much, I read it a second time. Then I bought the book as well, so I will always have it. I have not yet had the opportunity to put the lessons to use, but I am looking forward to when I do!

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