

Who is Paula Pagano?

There is the *Paula of the Past*, who was not a natural-born salesperson, who had poor relationship skills and, who, by trial and error made real estate a success by transforming herself from Shy Scientist to Top Broker. Since then, Paula Pagano has achieved awards for Top Salesperson and Top Listing Agent in various San Francisco firms during her thirty years of real estate, was elected by her peers to serve on both the San Francisco Association of Realtors and the San Francisco Apartment House Association Board of Directors and is a trained business coach. She formed her own sales training company in 2003 called ClientConnect and recently wrote *Secrets of a Top Salesperson – How Emotions Make or Break the Sale*, because she felt a book would be the best teacher in describing how handling emotions is an important part of success. She is currently an active member of NSA, National Speakers Association, WCR, Women’s Council of Realtors, NAWBO, National Association of Women Business Owners, CAR, California Association of Realtors, NAR, National Association of Realtors, NAWP, National Association of Professional Women and SFAR, San Francisco Association of Realtors of which she is a member of the Government Relations and Membership Committees. Paula is also captain of her Noe Valley neighborhood Safety Watch Committee.

What is the secret?

A lot of people talk about what is the secret to success. This book deals with a number of secrets, but the biggest secret is you need to have healthy relationships and that requires managing your emotions. If you want to know how to manage your emotions, it is complicated, not impossible to learn, but I cannot explain it in a single paragraph. You’ll just have to read the book.

What inspired you to write the book?

With a background in science, I was not a natural-born salesperson and wondered why I, overly analytical, impatient and often emotional, succeeded. There are one and a half million real estate agents in the United States, but less than 20% make a living at selling property. Even in a good economy only ten percent of new salespeople stay after two years. I noticed over my thirty years of selling, teaching and coaching, that most people can grasp the technical side of sales—how to cold call, understand contracts and follow up—but this knowledge alone will not make someone successful. I wanted to make a complex relationship-oriented business understandable so that more people could attain success.