Leader's light

Weekly overview of .....

session two

key keepers:

1. When building inventory understand that: the early bird gets it, you get out what you put in, book prospecting time like an appointment, allocate a percentage of gross income, understand that not all advertising works, market high-turnover areas and master the process.
2. Use your sphere of influence, past clients and customers, often as your highest source for leads and setting appointments.
3. When you contact a prospect, give them a reason to say yes:
   General approach: Do you want to sell?
   Just listed/sold: "We/I just listed/sold a home in your area, and the interest was very high... Have you thought about selling?"
   Client approach: "I am working with the Joneses. They are a lovely couple with three boys. They have some special needs in a home. I have tried to find them the right home, and to date I have not been successful. I promised them I would contact the entire neighborhood to see if someone might have a home they would like to sell and that would work well for the Jones family. Have you thought of selling?"
   Follow up on open house: "I conducted an open house in your neighborhood on Sunday. The interest and turnout were great. We have lots of folks interested in the area. I was wondering if perhaps you had thought of selling? It's a wonderful time to do so."
   Follow up on marketing piece: "I was wondering if you received the letter I sent to you regarding the market conditions we are experiencing? We have lots of ready and willing buyers. Have you thought about selling your home?"
   Be sure to fully abide by all "DO-NOT-CALL" laws if you are phone prospecting.

Q: What do you do if they say, "No?"
A: 1. Give reason for the contact. 2. Make next contact.
Q: What do you do if they say, "Yes?"
A: 1. Give reason. 2. Ask questions.
Where? What ? When? How ? Why?

One/Two Punch: One punch=open-ended questions.
Two punch =Yes/No questions.
Example: "If I could prove to you that getting the process going on listing your home now and not waiting would protect your investment power going forward, would you reconsider moving up your plans?"

Fair Trade: When you perform some valuable service for a seller, they must do something for you in return. That's a win-win situation.

One-Stop Appointments: If you want to get them listed the first time out, you must follow the rules: all decision makers are present, they are interested in selling, you have a CMA and two hours of time, know the price they are considering and their mortgage balance.

Mark's 6 M's of Marketing: When creating marketing pieces always consider: your mission, your investment, the right message for the mission, the appropriate media, who you'll attract and how to measure your success.

Weekly Team Stats

PHOENIX PROGRAM

Trainer:
DWAYNE GROOME
1-877-404-1500

# of Students: 11

# of Sales: 6

# of Listings Sold: 2

# of Listings: 7

Total Transactions: 15

This Week's Productivity Per Person: 1.36

Previous Week's Productivity Per Person: NA

Warranties:
Mortgage Leads:
Titles:

Top Producing Team: HOT TOMALE

Productivity of Top Team: 1.4

Mark's thought for the week

There may be some real costs associated with waiting to list a home. Master the Cost of Waiting tool and you'll get MORE LISTINGS THE FIRST TIME OUT!

session 2 in brief

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