

**COACH SUPER MIKE ™**

*Taking Real Estate Agents to Pinnacle Levels™*

**Training Topic: Prospecting***™*

1. Open your CRM (data base)- Act, Top Producer, Outlook, Boomtown, Kunversion etc. Fill it with names, addresses, phone number and emails for every human you know.
2. Mail everyone your business card and a hand written informing them that you’d love their referrals. Send these in manageable batches of 25-50 tops (see #4 below).
3. Schedule everyone that you mailed to in for a call for 3-4 days after you have mailed the card to them. Ensure that they received the card and ask for their referrals.
   1. Schedule them in for another call in 2 weeks.
4. Call them 2 weeks later and introduce the “The Fitzpatrick Team VIP Concierge Program”.
5. Mail a card. Remind them about the VIP Program- “Think of us as your phone book” and ask for referrals.
6. Schedule a new call for 30 days later.
7. Send an email video (or text video if desired). Bomb bomb is preferred.
8. Send them a request to add them as a friend on Face book and other social media.
9. Call and provide service from the VIP program (30 day call).
10. Send a card, email or social media message.
11. Schedule a call for 45 days later and then on a permanent rotation OR simply schedule new future calls after you hang up with them each time depending on the scenario.
12. Like something on their Face book page and/or comment on something. Pay attention to their likes, etc.
13. Do a “stop by” and drop them off something simple.
14. Continue a constant rotation of contact and watch referrals coming in.
    1. Track your referrals.
    2. Make the connection!
15. Thank the person who referred you with a note and a small gift or token.
16. Invite people to events (when applicable)
17. Throughout the process log all calls to your tracking sheet and funnel board

(Remember that these actions are for each person in your sphere)