



## COACH SUPER MIKE <sup>TM</sup>

*Taking Real Estate Agents to Pinnacle Levels<sup>TM</sup>*

### **Training Topic: Prospecting<sup>TM</sup>**

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.
  - a. 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.
  - a. Track your referrals.
  - b. 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)**