

“How to Stay FIRED UP!”

By Verl Workman



Description:

Are you stuck in the muck of the economic outlook? This is not the time to sit back and watch your business crumble, it's a time for action. It is a time for specific and focused activities, because I am here to tell you there is plenty of business out there. Even in the worst hit areas, agents are having their best year ever.

What is their secret? They took action when others were content to accept status quo.

The reality is people are still buying and selling homes. More importantly, they are naturally gravitating toward possibility-minded, proactive agents who have a real plan and a take-charge attitude. They need a sales leader who will be frank, bold and creative. Whether you are a top producer or just getting into the business you will appreciate this “smack in the attitude” to help you get your business back on track.

Prepare yourself to learn eight (or more) specific things you can do right now to improve your business over the next 30 days...and throughout the year.

There is so much opportunity today! If you follow these few steps, stay positive, don't let failure get the last word, and help others along the way, you will find the success your deserve.

Outline:

Section 1: Get Up!

- Showing up is half the battle – go to work
- Spend your time on productive activities that move you closer to your goal

Section 2: Prospect 2-3 hours every day

- Time block your schedule for prospecting
- Identify who to call ahead of time

Section 3: Work your network -- social and database

- Add a social networking strategy to your prospecting plan for each client
- Know your client's contact preference

Section 4: Generate buyers from every possible source

- Develop a strong web-based lead capture system
- Stay in contact with every lead – eventually they will buy

Section 5: Stop buying and start using your technology

- Know what you've got – company tools, association tools, things you already own
- Only buy tools if they fill a significant gap

Section 6: Don't listen to the negative Ned's

- Attitude is more important than aptitude
- Surround yourself with positive people

Section 7: Decide that this year is going to be better!

- Be dedicated to constant improvement
- Put a plan in place and follow the plan

Section 8: Study and become a great sales person

- Sharpen your sale skills with training
- Accept that you are in sales (it matters)

Detailed Session Outline:

- **Overall Learning Objectives**
 - Build agent confidence to face the challenges of today’s market with the correct attitude and tools to successfully meet the needs of their client base
 - **Learn specific and focused activities** you can do right now to get your business on track

	Subject	Discussion Points
10 min.	<p>Get Up!</p> <p>Learning objective: Understand that we each have a choice each day—to be productive, positive and on task -- or not</p>	<ul style="list-style-type: none"> • Showing up is half the battle – go to work • Spend your time on productive activities that move you closer to your goal • Identify your MMA’s (money making activities) and NNA’s (non-negotiable activities)
25 min.	<p>Prospect 2- 3 Hours per Day</p> <p>Learning objective: Understand that the key to any successful business is prospecting for new clients</p>	<ul style="list-style-type: none"> • Time block your schedule for prospecting • Identify who to call ahead of time • Identify key power tools to make prospecting more efficient
50 min.	<p>Work your Network – Social & Database</p> <p>Learning objective: Confidently work your data base and use the new Social Networking tools to change the way you connect with your sphere</p>	<ul style="list-style-type: none"> • Add a social networking strategy to your prospecting plan for each client • Social Networking Do’s and Don’ts • Tips to make Social Networking a profit center • Know your client’s contact preference

15 min	Break	
25 min.	<p>Generate Buyers from Every Possible Source</p> <p>Learning objective: How to generate and keep buyers informed and engaged throughout the sales cycle</p>	<ul style="list-style-type: none"> • Develop a strong web-based lead capture system • Stay in contact with every lead – eventually they will buy
20 min	<p>Stop Buying and Start Using your Technology</p> <p>Learning objective: Help agents identify the key technology tools they MUST use to effectively work with tech savvy consumers</p>	<ul style="list-style-type: none"> • Know what you’ve got – company tools, association tools, things you already own • Only buy tools if they fill a significant gap • Learn what the “Must-Have” tech tools really are
10 min.	<p>Don’t Listen to the Negative Ned’s</p> <p>Learning objective: Identify the people and things that drain your energy – and learn to focus on the positive</p>	<ul style="list-style-type: none"> • Attitude is more important than aptitude • Surround yourself with positive people

<p>15 min.</p>	<p>Decide This Year WILL be Better</p> <p>Learning objective: Identify specific steps you can take NOW to make this year your best ever</p>	<ul style="list-style-type: none"> • Be dedicated to constant improvement • Put a plan in place and <u>follow</u> the plan
<p>10 min.</p>	<p>Study and Become a GREAT Salesperson</p> <p>Learning objective: Identify where you need to improve your sales skills</p>	<ul style="list-style-type: none"> • Sharpen your sale skills with training • Accept that you are in sales (it really does matter)