

“Bullet Train Technology: Re-Think, Re-Do & Re-Master the way you use your Technology!”

By Verl Workman



Description:

Listings take longer to sell, lending requirements have tightened up and buyers have become scarcer, and while some agents are choosing to leave the business, others are experiencing the best production of their careers – even in the most depressed areas of the North America. What’s their secret? They set out to retool their businesses by embracing technology – mastering the Internet, perfecting lead generation and meeting consumers on their level and terms...and it’s working! They are keeping pace with today’s online consumer -- and it’s paying off in spades.

This is not a time to coast along using antiquated marketing strategies. Today’s consumer is online and they’re far more savvy than most agents. They are making connections, they are sharing their experiences, and they are wary of traditionalists. It’s time to rise up, re-think, re-do and re-master your technology and start creating some cash flow. In this energetic and inspiring presentation, Verl will show you how other successful agents are making the transition with ease and style – even on a limited budget.

Overall Learning Objectives:

- **Quickly and efficiently implement** practical Internet strategies that not only get listings sold and leads flowing, but help to serve & protect your clients by providing valuable tools, knowledge and services
- **Understand how to use social networking** as an effective marketing tactic
- **Develop a simple and effective follow up plan** for new leads and opportunities

Overview:

Section 1: Finding Your Business Weaknesses & Strengths

- Identifying inefficiencies in your business
- Assessing your assets – and mastering what you’ve got

Section 2: Sharp Insights on the Evolving Internet

- What is Web 2.0; how did we get here and how do we step up
- Don’t assume! Give them what they really want

Section 3: Search Engine Savvy

- Smart tips to lower your costs & increase eyeballs
- How to get noticed & get exposure on the web

Section 4: Generating Quality Leads from the Web

- The truth about blogging and social networking
- Creating a real web strategy & follow up systems
- Instant communication solutions you can’t do without

Section 5: Building Life-Long Relationships

- Building your reputation online
- Creating homeownership experiences not just sales

Detailed Session Outline:

	Subject	Discussion Points
15 min.	<p>Finding your business weaknesses & strengths</p> <p>Learning objective: Identify ways to improve your business processes</p>	<ul style="list-style-type: none"> • Identifying inefficiencies in your business • Assessing your assets – and mastering what you’ve got • Defining your objectives and designing a plan
45 min.	<p>Sharp insights on the evolving Internet</p> <p>Learning objective: Gain a firm understanding in what online consumers want and expect and how this knowledge will help you to serve & protect your clients during the buying/selling process</p>	<ul style="list-style-type: none"> • What is Web 2.0; how did we get here and how do we step up? • Understanding your customer - information, simplicity and authenticity • Know your competition...not just other agents either • Establishing credibility through the Web • Don’t assume! Give them what they really want
55 min.	<p>Search Engine Savvy</p> <p>Learning objective: Understand how to get noticed on the search engines and portals</p>	<ul style="list-style-type: none"> • Search engine savvy – how to get noticed • Meeting the Internet consumer where they are – smart tips to lower your costs & increase eyeballs • Eliminating the noise – helping consumers get what they’re looking for more quickly • Exposure, exposure, exposure – getting your listings sold!

15 min.	Break	
50 min.	<p>Generating Quality Leads from the Web</p> <p>Learning objective: Identify key ways to get more referrals and leads from the web</p>	<ul style="list-style-type: none"> • Creating a strategy and being consistent • Innovative ways to engage your clients and prospects using audio and podcasting – you’ll love this! • 6 ways to build your sphere of influence using web-based tools • Instant communication solutions you can’t do without • The importance of action words • The truth about blogging & social networking • 8 tricks to make your blog a sales generating machine • Engage your prospects with interactive tools • What not to do on social networks • Smart ideas for using web site statistics • Lead management – the critical piece! • Providing value without going overboard
15 min.	<p>Building Life-Long Relationships</p> <p>Learning objective: Appreciate the value of building lasting relationships</p>	<ul style="list-style-type: none"> • Building your reputation online • Great service is critical • Ah, not another auto responder! Show them you’re real without giving up automation • Create homeownership experiences not just sales!