



Week 4

Detailing Your Database

AGENT

Week 4

Agent Online Resources:

- 4 Easy Ways to Ask for a Referral
- Breakfast, Coffee or Lunch – 5 Tips for Success
- The A+ Essentials (39 Questions)
- Old Leads – Dialogues and Questions to Ask
- Week 4 Dialogues
- Hidden Sources of Wealth
- Business Directory–Getting Started Guide
- Business Directory–Contact Sheet
- BONUS IOV & COVER LETTER
“The Truth About Today’s Market”

Non-Negotiables

During The Blitz, in addition to the specific focused activities for that week, it is important that you keep doing your normal lead generation activities– what we like to call the Non-Negotiables. As a reminder, these are listed here for you to set your own goals.

- _____ Monthly Item of Value
- _____ Calls
- _____ Notes
- _____ Pop-Bys
- _____ Business-to-Business Contacts
- _____ New Additions to Database

You know the great feeling you get when you’ve just had your car washed and detailed and the tank is full? Well, you’ll experience that rewarding feeling this week, but this time it will be accompanied by dollar signs.

You have been working so hard building a powerhouse database, listing homes and working with buyers. Now, it’s time to reevaluate each and every relationship and opportunity. Over the next five days, you’ll follow a sequence of steps so you can capitalize on often overlooked chances and earn a commission check for today and tomorrow.

Day 1 Call all current listings

Re-examine each of your current listings. Prioritize them from one to ten, one being the most likely to sell and ten being the least likely to sell. Ask yourself this question about each listing: “What do I need to do in order to get this listing SOLD within the next 30 days?” Adjusting the price will most likely be the answer. So call your sellers and get a price reduction.

Day 2 Call all active buyers

Re-examine each of the buyers with whom you are currently working. Prioritize your buyer’s motivation to purchase a property. Ask yourself this question about each buyer: “What do I need to do in order to help this buyer purchase a home within the next 30 days?”

Day 3 Call and update all clients currently in a transaction

It’s time to check in with your current transactions. You should be keeping your clients updated on their transaction every week. Today, call each and every client and let him or her know what is happening. If nothing new is going on, tell them how much you value them as a client!

Day 4 Recalibrate your database

Recalibrating your database is a technical term that means re-sorting and re-qualifying each relationship in it. Go through your entire database with a fine-tooth comb. Re-examine each person and adjust their status if necessary to an A, B, C, or maybe even a D. If you are unsure about anyone, just pick up the phone and call them. Start planning your simple Business Mixer you will hold at the end of Week 4. You’ll invite 10-15 Business Owners. (See Resources at Blitz Central.)

Day 5 Recalibrate your database

Use today to finish re-sorting and re-qualifying your database. There may be a number of names in your database that need to be dusted off or deleted. Get focused and get to work! Have a great day.