

Good afternoon ladies and gentlemen. As always it is my pleasure being a strategic partner for the WCR of Florida! And assisting all of you with your careers! I was thrilled to be invited today to speak during the Florida Realtors Conference about the dreaded job of prospecting and lead generation! See until you make it a game, it isn't fun! Anyone here making it fun to do their prospecting?????

To make prospecting and lead generation fun, you must give up your fears.

About 6 years ago my career of being Director of Career Development for Coldwell Banker in Pittsford, NY ended. As a single mother with a mortgage to handle and a daughter in law school, I was motivated to keep my budget in tact. My goal was to open my own training & coaching company. While that was happening, I needed to sell homes for cash flow. I had never listed an expired listing, however I had taught hundreds of agents to be successful at it. Shhh.... don't tell anyone! In fact, my agents averaged 22 sales per person in their first year in real estate. Our company ranked 8th in the country in per person productivity. But, I had some fears to deal with during this transition. I had to let go of my fear of talking to angry strangers! So I went at it. I listed 22 homes in 6 weeks and sold 14 of them within 3 weeks!Then I had fun!!!!

I took the listings that I wanted at my price only! See until we feel success, we take over priced listings right? Who has ever taken an over priced listings? I feel your pain!

During our lead generation time, before... and until it is fun, we use avoidance behavior to fill our time. I love when I'm doing a coaching call and my customer tells me how busy he or she was last week since our last call! I hear everything from...I organized my kitchen, my office, files, my database, ordered postcards, emptied my closet, to walking the dog and taking care of my family! The excuse of time management is very real, however it

can also be a sign of fear of success or fear of failure. Avoidance behavior stems from these two fears... fear of success or fear of failure.

Fear of success is the fear that if you become successful you may lose things in your life, such as time with your family, some of your friends may become jealous when you don't have time to spend with them, or you purchase that new home and move away from them, or the new car, travel more.... sometimes we know that if we out earn our spouses it could be a problem right? I did, when I was married, I was told I couldn't have it all, so I gave in and did the right thing and I kept my career! Then my success came! Now I'm not suggesting any of you do that...you have to make your own decisions. Have you ever felt fear of success?

Now fear of failure is something else. That's when the ego gets in the way of taking the risks we need to take, to get to the next level. Sometimes during fear of failure we may become complacent. Or maybe the idea that if we join the right club, the business will come, or that the social media work we are doing will give us business and it may, if... we wait... long enough. See if you are experiencing fear of failure or fear of success your fears and excuses will dictate your habits.

I believe Real Estate is a very easy business! Unfortunately, it's what goes on between our ears that hold us back. So please write down if you have a fear of success or a fear of failure. List 2 or 3 fears. And then write down what terrible thing you think is going to happen in your life if you let go of that fear. Is it really that bad? Now write down what nice thing would happen if you let it go. Wouldn't the reward be worth letting go of it? See if you are not at the level of business that you feel you deserve, there is a disconnect right? So take a moment to list out a few fears that you may be experiencing and the consequences that may happen if you let them go! Now list the pros and cons of letting those fears go. Then ask yourself, what do you need to do to really eliminate those

fears? Could it be work on your skills, systems, practice dialogues, goals; maybe get some accountability in your business world, maybe get a coach?

As the Olympics closed this week, I'd like to ask you, do you think Caressa Shields achieved her 2 gold metals for boxing without having fears? Caressa even went from her 1st gold at 17 yrs old in boxing to 21 years old now with 2 golds! At one point she didn't have a coach at all. It was her incredible mindset that carried her to train and practice. She was previously trained and kept her mindset strong.

Now that, that's out of the way and our minds are beginning to have a breakthrough, let's talk about prospecting and lead generation.

As I was preparing and eating my coconut talenti gelato Monday night, yes that's right a whole pint! I was trying to think how to give you the best tips I could in just 15 minutes here! How do I take my 35+ years in real estate and give you the most value? What could I talk about to help you the most?

So as I was thinking about it, I thought I would ask you a question to see where this audience is. Let me ask a question here, what's more important in your business, your prospecting for lead generation or your listing presentation? See I teach classes that bring in on average 3 listing appointments each week, so that you can list one home a week. Yes it can be done! Which is more important?

Actually it is your presentation. I believe that if your presentation is strong it will be easier for you to pick up the phone and get to the fun part. To truly understand and be able to communicate all of your services, actually builds confidence. Confidence will propel you to look for more business.

So dust it off and be sure that your presentation is updated with a current photo, (anyone attend a high school reunion this summer? Scary, huh?) Your marketing plan, your technology tools, a laptop version of your listing presentation, as well as a paper copy, be sure your testimonials are printed on a handout and updated with videos and ready to send out at a moments notice. Know how to do a great CMA; understanding the pricing game and using RPR will help.

Then your focus should change to lead generation. There are 3 ways to communicate with people. #1 The written word, #2 The face to face appointment and #3 The telephone. The telephone is most efficient and takes the most skill to develop. This skill requires practice and accountability.

Next we need an uninterrupted daily schedule for our calls. A clean and quiet area to work in will aid in eliminating your distractions. Stand up, smile, use good voice, tonality and a mirror. Be aware of the 4 major personality types: the analytical, the driver, the expressive and the amiable. Be prepared to speak their language and understand their method of communicating. Use tonality, repeat reaffirm and control your speed of speech to match and mirror the person you are calling. In addition, our databases should grow by 2-5 new contacts each week into our SOI. You must be out there meeting people everyday. Be ferocious with guarding your time. See the fastest way realtors gain appointments is during lead generation. Other methods like referrals; social media and open houses are slower ways to generate business. And always be careful not to fall into the social media trap!

Studies show that our energy is highest in the morning hours. So right after the gym or the walk. Yes that's right, take care of yourself before serving others. Run those expired's, fsbo's, have you're past client list, your SOI list, just listed and just sold lists ready.

Expired's should be the first calls you make, because expired's are the fastest way to build your inventory. And they usually list with the first agent they meet. Get a system such as the Redx or Vulcan 7 to automate the Expired's. This system will scrub the lists for relisted properties, the DNC list and public records. With an expired system a postcard should be created with a simple message that questions the seller, gives some information about your background and asks for a call to action. A drive by list would be the next step after making calls in the morning. If you can't get into a gated community, the telephone and postcard will serve as a means to find that owner. When in the neighborhood, after going to the door of the expired, stop by 6 neighbors homes to inquire about the owner of the expired listing and then ask that homeowner what their plans are to sell in the near future. Do we care who's home we list? NO!

Fsbo's take 7 to 8 attempts before they are educated enough about you and your services before they list. Most agents give up on 2.5 attempts. Prepare 8- 10 items to give out to the fsbo. Anything like real estate stats, your stats and your offices, marketing pieces, mortgage information, contract clauses, inspection information etc. Offer to do CMA's for the buyer properties or to get the buyer's qualified with your lender; send a relocation referral for the fsbo if they are moving out of town.

At least set aside 2 hours a day 5 days a week for these calls. Keep track of how many people you talk to. Build accountability into your business. Get a partner or a coach.

You will need strong objection handling techniques. So after writing some you must practice them. A tip here is this... See it's really not about the most common objections; it is really about the process of handling the objection. Objections, stalls and conditions are all about addressing their concerns and eliminating the fears of the Seller and Buyers right? There are 4 steps to handling an

objection: #1 Isolate it, #2 Commit to finding a solution, #3 Handle it and #4 Close on it.

With the Rio Olympics just closing out on Sunday, let's think about how many hours each athlete practiced daily to get to their levels.... and yet as Realtors we sometimes get a little arrogant after a good sale, we just go out and wing it and then we get frustrated with our lack of success. You all need to practice a lot! How about Usain the fastest runner in the world! What about Michael Phelps come back. Did he just go confidently into the pool and wing it? No Way! When I was performing in Ballroom dance, I had a lesson for one hour a week and a minimum of 2 hours practice while training. When our routine was ready we then spent on average of 6 hours a week training just for a 2 minute dance, over a 60 day period. And at that rate, I would never be ready for the 2020 Olympics!! Most of us don't have to qualify to make the Olympics but we do need to push ourselves at a much higher level! The only thing holding you back is your mindset!

Let's talk about the process of prospecting. There are 5 steps: Very simply it is to #1 Identify your prospect, #2 Introduce yourself, #3 Ask, "Are you interested in selling your home? #4 Schedule a face to face appointment and #5 Close three times. You should easily be able to schedule 3 listing appointments a week and take one listing. When I run the Mark Leader 8 week Productivity course, my agents get results of on average of 14 transactions per person during the program. It can be done! So let's get going! It's easy, and remember to make it fun!

Thank you again for having me here today and good luck to all of you!

Should you wish to have a private complimentary coaching session, just reach out to me and say you are from WCR!

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