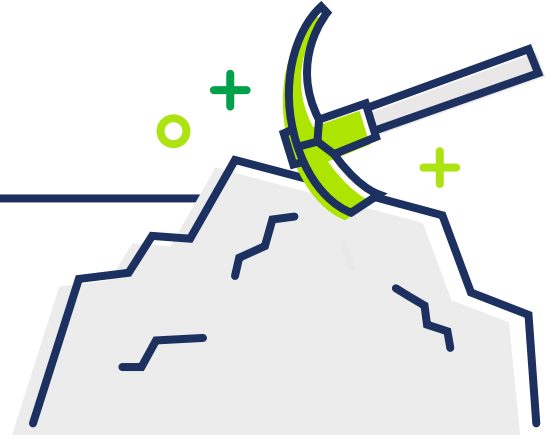


HOW TO

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# get the most from your **PROSPECTING**

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## 01. Be efficient

- Cut out distractions.
- Schedule time for growing your pipeline every day.



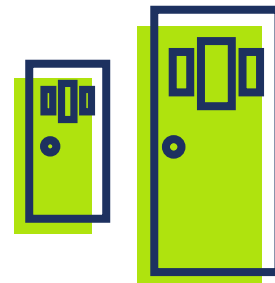
## 02. Be proactive

- Stand up, get in your power stance and dial for appointments
- Smile through the phone
- Send open house invites via email or mail



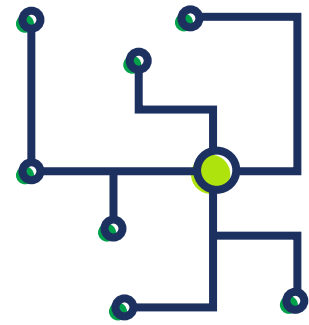
## 03. Try door knocking local subdivision

- Identify your ideal prospects and plan a route
- Introduce yourself to the local market
- Leave behind something memorable



#### 04. Be multi-channel and multi-touch

- Create prospect lists with multiple contacts available. Confirmed homeowner with email and phone number
- Create drip campaigns across the different contact points



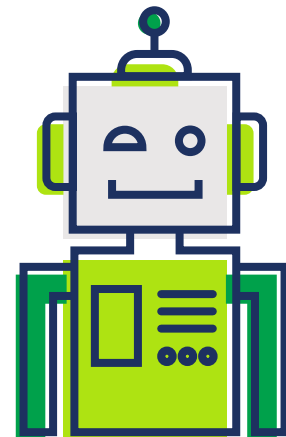
#### 05. Connect with neighbors

- Your SOLD sign is your best advertisement
- Invite curious neighbors to your open house down the street
- Offer free market analysis and insight via email or postal mail



#### 06. Automate your process

- Work to get the front of your sales funnel as automated as possible
- Consider automating your calling campaigns
- Create hyper-local Facebook ads that send clicks to your listing site
- Review areas of friction in your prospecting, search for technology that eliminates it



### FOLLOW UP

A “no” today isn’t always a “no” tomorrow.