

20 POWERFUL PROSPECTING RULES THAT GET RESULTS



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20 Powerful Prospecting Rules That Get Results!

You know who to call and you're prospecting environment is ready to go! Now, its time to get serious about securing some appointments. This is where agents can fall off track. Either from past experiences or not enough experience, they've adopted sloppy habits and some mindsets or rules that simply aren't true and don't work.

Often times either from over-obsessing or even avoidance, agents get tied up in the weeds and box themselves in to ideas like not leaving voicemails, focusing on number of contacts or using scripts that turn the seller off. We have 20 of the best, most powerful prospecting rules that will actually bring freedom to your prospecting time and allow you the flexibility of performing at your peak when you follow them.

Here's the first 5 rules to start following today:

Use modern scripts, written for todays sellers and buyers, for todays market conditions. Are you still using a line you learned 10 years ago at a seminar? You know, the stiff, antiquated, completely impersonal attempts at closing for an appointment? Or maybe you're guilty of mixing n' matching! Either way – stop. Know your market, use your local vernacular and for heaven's sake – listen to the answers and respond accordingly.

DO leave a short and to the point message if you get their voicemail. We're not quite sure where agents got the idea to hang up and not leave a message for a buyer or seller when calling! Is this junior high all over again? It's bad enough many agents play 'secret agent' around town, but over the phone? How else will a prospect know you're interested in helping if you never let them know you called!

Begin your prospecting time with lead followup, calling your most likely to set an appointment people first! Wouldn't it feel great to start your prospecting time with a WIN before moving onto the tougher calls like FSBO's and Expires? An early victory in lead followup can set the mindset stage for the rest of your morning.

There is no 'best time' to call someone. We hear this all the time..When is the best time for me to call? Its typically just an excuse to avoid calling. Try calling any and all times you are most focused!

Use the scripts and commit to never 'winging it.' Agents typically fall on the side of winging it or analysis paralysis. Wings are for chickens and angels, so use those scripts so

you don't take a nosedive and stop overanalyzing (even if you don't know the scripts perfectly yet)...just learn while you earn!

6. Have appointment obsession, not Contact-itis. What does it matter if you made 100 contacts, but got no appointments? Wouldn't it be more fun to make 20 contacts and get 1 appointment? Or even after just 10 contacts? Sure, its a numbers game, but spend your time on securing highly motivated, prequalified appointments! Some days it will come faster than others!

7. Who do you call? Here's our favorites: Expired, old expired, and even older expires – and that's no joke! Look at your calendar! The best days to call those expired clients is today and tomorrow!! After that, we love FSBO's, FRBO's, NOD's, Builders, Flippers, COI/PC, Just Listed/Sold, Open House leads, Networking contact, professional COI's...get the point? There's a never ending supply of prospects!

8. Quit the 'Blah-Blah' and SELL with powerful, scripted questions. Your prospecting time is to pre-qualify and secure an appointment, not to razzle-dazzle them with how great you are or with quick objection handlers.

9. Call the most motivated 'spokes' FIRST. After your red hot lead follow-ups have been contacted, move onto your most motivated prospects in other categories.

10. Use a service to find those numbers rather than waste valuable time trying to find them yourself. While FSBO's/FRBO's can be found easily online through advertisements and other sources like Zillow and Craigslist, use a service for the others. Listen to the podcast to hear our recommendations.

11. What if there's no phone number? Door knock!

12. Have a dedicated prospecting area with the correct setup and tools on hand. We did an entire show on this last week where you can hear all the details of the perfect prospecting environment.

13. Have a prospecting 'ritual.' Prospect at the same time every day at the same time! You wouldn't reschedule or miss a listing appointment, right? Treat this the same way!

14. Practice a Media Free Morning to keep your mind clear.

15. Have accountability partners who are doing more production than you are.

16. Track your results. Your goal should be 10 to 1 ratio of calls made to appointments set.

17. Do not delegate your prospecting to a virtual assistant, personal assistant or buyers agent. Your #1 job as a professional sales person is to SET APPOINTMENTS!

18. Never end the day with leads you haven't followed up on.

19. Stop Over-Pre-Qualifying, making up stories about a house or a situation. You know you're guilty...admit it!

20. Embrace the fact that this is the fuel for the engine you're building and keep the tank full at all times!

Are you ready to get to work? Spring is underway in most areas of the country and the time is NOW for you to buckle down. Stop waiting to 'feel like' doing this most important task in your business. Most days you won't feel like it, so forget about passion. Focus on RESULTS! Listen to today's podcast for the in's and out's of these final points and more!

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