

LEAD GENERATION

SPHERE OF INFLUENCE

PARTICIPANT WORKBOOK



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Each affiliated sales representative and broker is responsible for complying with any consumer disclosure laws or regulations.

Wire Fraud - Wire fraud scams continue to affect the real estate industry. Given the ongoing risks of wire fraud previously shared by the Federal Trade Commission and the National Association of REALTORS®, it is imperative that brokers and agents continue to be vigilant to this very real threat.

Advertising Guidelines - Claims in advertisements should be truthful, should not be deceptive or unfair, and should be fact-based.

Website Considerations - If you have a website, you may consider Privacy Policies about how you intend to use any data you might collect over the Internet, and incorporating terms of use.

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General Guidance - The information herein is intended for informational purposes only and is not intended, nor shall it be deemed, to provide or offer legal or financial advice or guidance. We recommend you consult with your own advisor when dealing with any of the issues visited herein.

Do Not Call Registry - The FTC's Telemarketing Sales Rule helps protect US-based consumers from fraudulent telemarketing calls and gives them certain protections under the National Do Not Call Registry. Companies also need to be familiar with rules banning most forms of robocalling. If you or someone working on your behalf is telemarketing, know the dos and don'ts before you plan your strategy, including but not limited to the following:

1. Before making a sales call, you or a third-party vendor you hire should determine whether the consumer's phone number has been included on the National Do Not Call Registry and your company-specific Do Not Contact list. We recommend that you speak to your broker about compliance with these rules.
2. Any sales calls or communications to consumers must follow the requirements of the Telephone Consumer Protection Act ("TCPA"), state and local telemarketing laws, including but not limited to requirements that messages or calls may not be sent using an automatic telephone dialing system or an artificial or prerecorded voice unless you have express written consent from the consumer.

We recommend that you review your local MLS rules and regulations regarding the proper use of listing data for other commercial purposes such as soliciting new clients, contacting expired listings, or recruiting.

Similar laws may apply outside of the United States, including, but not limited to the CAN-SPAM Act, by way of example.

Avoid Fines from Violating the Telephone Consumer Protection Act (TCPA)

Why the TCPA matters to you:



You may be **personally liable** for any violations of the TCPA.



Fines can be as much as **\$500 per call or text**, and add up quickly.



Using automated platform vendors to call or text may **increase the risk** of TCPA violations and is generally not effective anyway.

Before making your next call or text:



DO NOT use an automated platform vendor to call or text potential customers.

Follow TCPA Protocol:



Check phone numbers **against Do Not Call lists** prior to making any calls or texting.



Get **prior written consent** before texting or leaving prerecorded messages.

TCPA Myths Dispelled

Myth 1:

"The TCPA applies to calls, not texts."

NOT TRUE. *The TCPA covers both calls and texts.*

Myth 2:

"I checked the Do Not Call (DNC) list when I got the number; I'm covered."

NOT TRUE. *Numbers are added to the DNC all the time. If you haven't recently checked the number against the DNC, you must do so before calling or texting.*

Myth 3:

"A friend gave me this person's number, so I don't need to check the DNC."

NOT TRUE. *If the person you are going to call or text did not give you the number, you must check the DNC.*



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NOTES:

LEAD GEN: SPHERE OF INFLUENCE

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NOTES:

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ONE:

FOCUS

ONE: FOCUS

LEAD GEN: SPHERE OF INFLUENCE

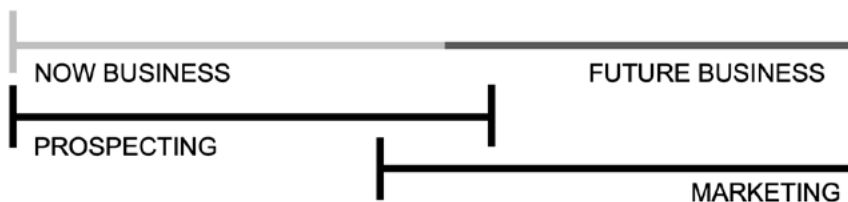
Next Generation Network Building

NOTES:

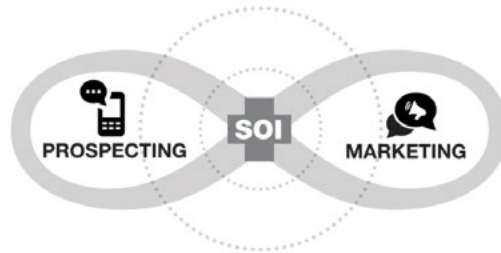
NEXT GENERATION NETWORK BUILDING:

The action or process of identifying potential customers and systematizing a diversified and complementary prospecting and marketing plan that provides value in exchange for the opportunity to help them sell, buy, or rent real estate through you.

Agents build their networks by finding business for both today and tomorrow—they combine the **prospecting** activities that bring in leads *now* with the **marketing** tools that bring in leads over time. You can look at it like a spectrum.



Top agents who have taken their Network Building to the next level go several steps further. They intertwine their prospecting and marketing activities across multiple sources to add names to their Sphere of Influence. Think of it as a loop, with your Sphere at the core:



A Next Generation Network:

- Layers prospecting activities for now business around marketing for future business to maximize the impact of each.
- Finds new business opportunities from existing contacts, while consistently driving new contacts to the network through a choreographed sequence of communication that is mapped to an annual calendar.
- Earns the business by adding value at every point of contact through the latest Coldwell Banker® tools and useful market-specific info.



Every lead generation effort should be designed to facilitate meeting people and bringing them into an effective Sphere system that allows you to contact them on a regular basis.

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Why a Next Generation Network Matters

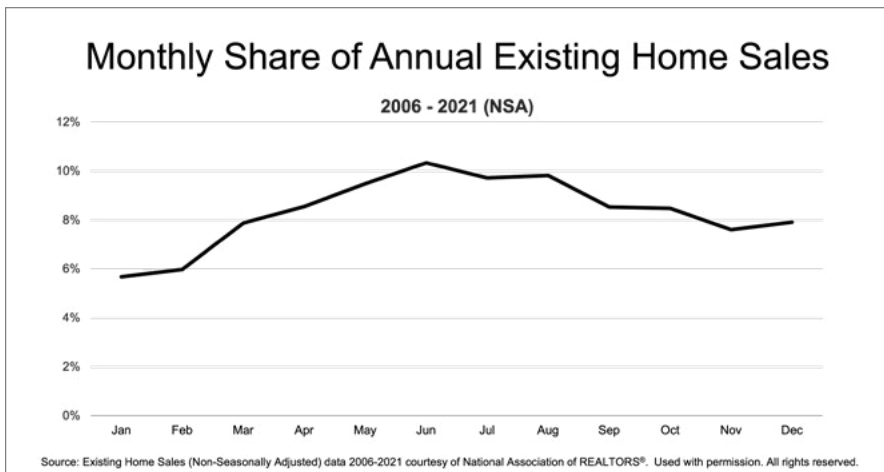
NOTES:

Agents often start off in the real estate business because they want to help others, they like looking at homes, or they enjoy working the deal.

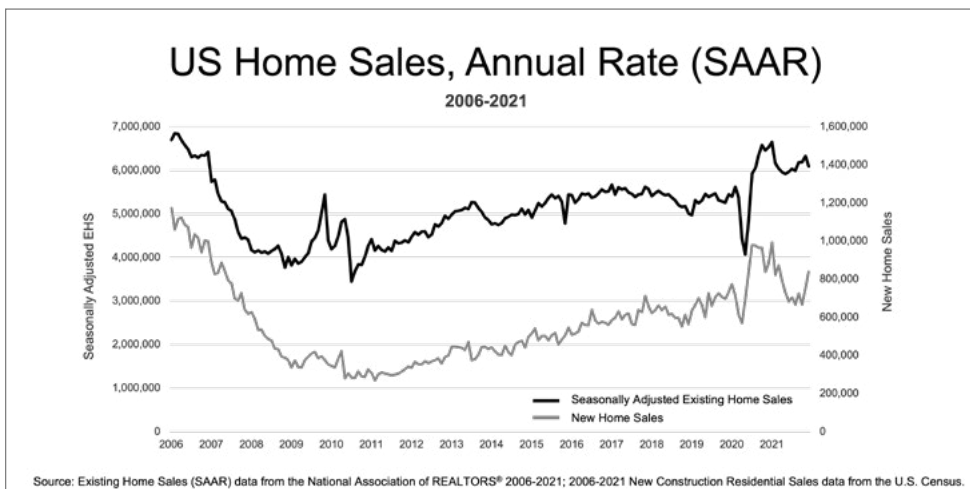
However, top producers quickly realize that this career is mostly about networking to build relationships, because without people to help, there are no homes to look at and no deals to work!

These agents want to build businesses and they know the best way to build a sustainable, stable, and predictable business is to consistently build their network to combat the two main factors that shape and re-shape markets:

1. The quantity of transactions at any given time of the year affected by local seasonality



2. Local or national economic swings that can quickly transform a sellers' market into a buyers' market, and vice versa



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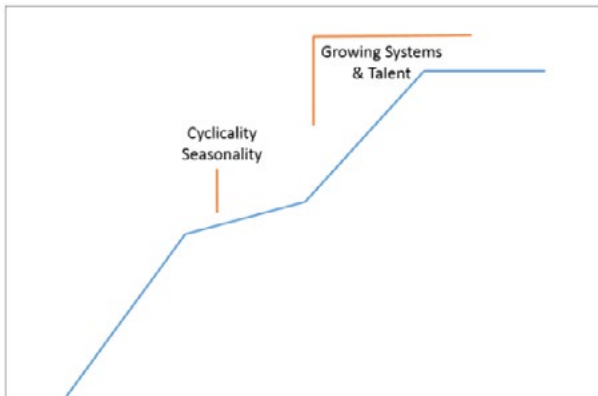
Business Stability

NOTES:

When the effects of seasonality and/or economic cycles are compounded by inconsistent Network Building, agents have an unpredictable business.



Consistent Network Building can bring more stability by evening out the ups and downs of seasonality and cyclicity.



QUESTION: What can cause lead generation efforts to plateau?

QUESTION: What can you do to get out of or minimize any plateaus?

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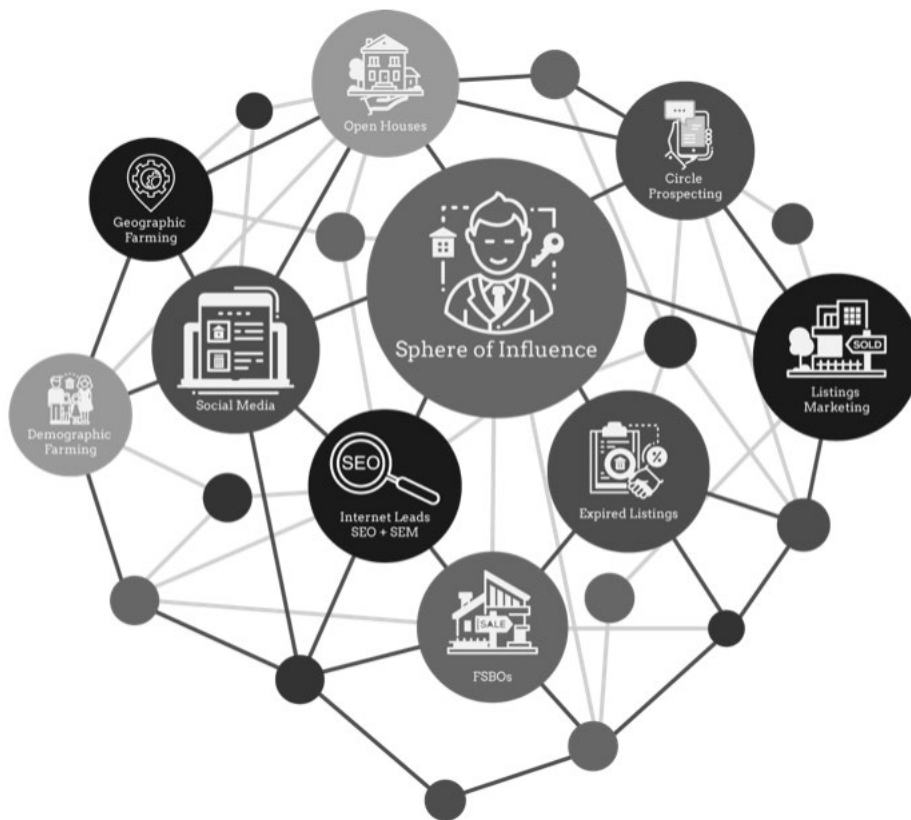
Diversification

NOTES:

Top agents usually pursue several network sources at once to minimize the risk of plateaus. Just like smart investors have diversified stock portfolios to avoid risk, you can have a diversified Network Building portfolio for the same reason.

THE GOAL

Interconnect your sources in a way that makes sense for your business, creates the maximum amount of leverage for your efforts, and yields the maximum volume of leads.



Success Attitudes

NOTES:

Next Generation Networking isn't always easy—hearing no, facing rejection, and having the focus to do it without distractions.

And yet, it has to happen. How do top-producing agents keep their lead generation activities at a consistently high level? They have internalized a set of attitudes that keep them focused. The sooner you adopt these attitudes, the faster *you* will grow your business!

| ATTITUDE | |
|---|--|
| Network Building is to my business as gas is to my car. | |
| The more I give, the more I get back. | |
| Opportunities are infinite when systems are in place. | |
| Consistency is key. | |

Throughout this program, you will have opportunities to make them your own and incorporate them into your daily thinking.

Next Gen Network Building: The Tactics & Tools

NOTES:

To be a network builder, there are four key tactics to master for maximum effectiveness:

1. **Run your numbers:** Set personal and professional goals and how you'll get there.
2. **Calendar for success:** Plan for the time you'll need to hit those goals.
3. **Build a database:** Get organized with a CRM.
4. **Speak with scripts:** Practice techniques to learn and use scripts.

1. Run Your Numbers

A consistent anxiety for many entrepreneurs is building their business with no guarantee for tomorrow. Knowing this, how do you sleep at night?

What is your 'Slumber Number'—the daily number of new contacts that you need to make or add to your database to feel good about today's activities and to keep your business growing for tomorrow?

Finding Your 'Slumber Number': Activities = Results

For top agents who do Next Generation Networking, the numbers they run are based on conversion rates: the percentage of contacts that result in appointments and then closed transactions. This tells you the exact 'Slumber Number' of activities that need to happen if you are going to reach your goals.

QUESTION: What happens when you get everything done in the day—in other words, you hit your 'Slumber Number'?

QUESTION: What happens if you don't hit your 'Slumber Number'?

Find *Your* ‘Slumber Number’

NOTES:

You have to know what you want before you can figure out how to get it—and that starts with goals!

QUESTION: If you had a Next Generation Network and were feeding a steady stream of contacts to your Sphere, what three goals would you want to potentially accomplish?

1. 2. 3.

QUESTION: How much do you need to fuel your life and accomplish your goals for the year?

| | | |
|---|--|--|
| 1 | Estimated bills this year | |
| 2 | Desired savings this year | |
| 3 | Funds needed for Goal #1 | |
| 4 | Funds needed for Goal #2 | |
| 5 | Funds needed for Goal #3 | |
| 6 | Subtotal financial goal this year (Lines 1+2+3+4+5) | |
| 7 | My additional real estate expenses this year | |
| 8 | My Business Financial Goal (Lines 6+7) | |

***“Goals that are not written down
are just wishes.”***

– Fitzhugh Dodson, American author

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Goal Projector

NOTES:

| | | |
|----|---|--|
| 1 | Business Financial Goal from previous page | |
| 2 | Average sales price in your market | |
| 3 | Average commission percentage (per side) | |
| 4 | Average commission income per transaction side (Line 2 x Line 3) | |
| 5 | Your commission split percentage | |
| 6 | Average commission income per transaction (Line 4 x Line 5) | |
| 7 | Number of transactions you need in a year (Line 1 ÷ Line 6) | |
| 8 | Average number of appointments needed to result in one closed transaction | |
| 9 | Number of appointments you need in a year (Line 7 x Line 8) | |
| 10 | Number of working weeks per year | |
| 11 | Number of appointments you need each week (Line 9 ÷ Line 10) | |
| 12 | Average number of prospecting contacts needed to result in one appointment | |
| 13 | Number of prospecting contacts you need to make each week to generate the income you expect (Line 11 x Line 12) | |
| 14 | Number of days a week you work | |
| 15 | Your 'Slumber Number' (Line 13 ÷ Line 14) | |

***Whatever your goals are, building
a network is the fastest way to get there.***

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2. Calendar for Success

NOTES:

QUESTION: Real estate is a complex business with a lot of moving parts! What are all the tasks you do daily?

#Priorities

Calendar is about achieving a work-life balance—schedule your days and weeks to prioritize the activities that lead directly to appointments and closed business.

The best agents calendar by making sure their Network Building activities get done first.

PRIORITY #1: the activities directly related to finding new business

PRIORITY #2: the activities directly related to closing sales

PRIORITY #3: the administrative activities that allow you to effectively do #1 and #2

| PRIORITY # 1 | PRIORITY # 2 | PRIORITY # 3 |
|----------------------------|--|--|
| | | Manage Contract to Close |
| | Preview properties | Paperwork |
| | Negotiate offers | Engage in social media |
| | Assist buyers in making offers and market listings | Respond: emails, voicemails, and texts |
| Add names to CRM every day | Qualify buyers and show homes | Conduct market research |
| Make contact every day | Conduct listing appointments | Develop local real estate knowledge |

For more information, see the *My Best. Day. Ever. Achievement in AMP!*

BEWARE THE PITFALLS

There are often some forces at work that can derail even the tightest of plans or the best of intentions.

Parkinson's Law: Work expands to fill the time available for its completion

Cape Theory: We like to spend most of our time doing things that make us feel like a superhero!

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Set Yourself in “Network Builder Mode”

NOTES:

Successful people have the same 24 hours in a day as everyone else. It's how they use that same time that makes all the difference. And even the most successful can struggle to maintain their priorities. Use these strategies to keep on track:

Make Others Aware of “Money Time”: Even well-meaning loved ones, coworkers, or clients can interfere with non-urgent matters if they don't understand the sacredness of that time. To let others know how important it is:

- When recording your voicemail message, or writing your automated email reply, include the times you will call back and directions for urgent issues.
- If you are working in an office, put a sign on your door with the times you are available and directions for urgent matters.

•

Turn Distractions Off: It is very easy to become distracted in this technology-driven world. Avoid multitasking when you are making your calls—your lead generation activities require all of your attention.

•

•

Adjust for Reality: Urgent and important things will come up that interfere with your networking time. The key is to make up the time and, most important, don't let any one “fire” disrupt the routine—get right back to it!

•

What Happens If...

Think about these situations; how will you handle these interruptions to your lead generation time?

- **What happens if...** I get an email or call from a client (or potential client) while I am lead generating?

•

- **What happens if...** a buyer wants to see a home while I am lead generating?

•

- **What happens if...** a group member or coworker asks for my help?

•

What are some other common **what happens if** scenarios, and how will you handle them?

•

Let's Do This

NOTES:

BLOCK YOUR CALENDAR

1. Calculate how much time you will need to make your contacts every day.

CONTACT: A face-to-face or voice-to-voice communication to offer value and ask for the business. **(Remember to check the federal DNC registry, any state DNC list, and your company DNC list).**

| | | |
|----|---|--|
| 13 | Number of prospecting contacts you need to make each week to generate the income you expect (Line 11 x Line 12) | |
| 14 | Number of days a week you work | |
| 15 | Your 'Slumber Number' (Line 13 ÷ Line 14) | |
| 16 | Number of minutes to schedule on your calendar every day (Line 15 x approximately 10 minutes) | |

2. You can schedule for opportunity, not only minutes. Some days you may set up a time block and reach your daily goal in a single sitting, but in many cases, agents find opportunities at different times of the day.

- coffee or lunch time with people in Sphere
- after school hours or evenings for calls
- during social, volunteer, or community events

Set your own best schedule on the weekly planner, or directly on your device.

| WEEKLY PLANNER | | WEEK OF: _____ | | | | | | |
|----------------|--------|----------------|-----------|----------|--------|----------|--------|--|
| TIME: | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | |
| 7:00 AM | | | | | | | | |
| 7:30 AM | | | | | | | | |
| 8:00 AM | | | | | | | | |
| 8:30 AM | | | | | | | | |
| 9:00 AM | | | | | | | | |
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| 6:00 PM | | | | | | | | |
| 6:30 PM | | | | | | | | |
| 7:00 PM | | | | | | | | |

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3. Build a Database

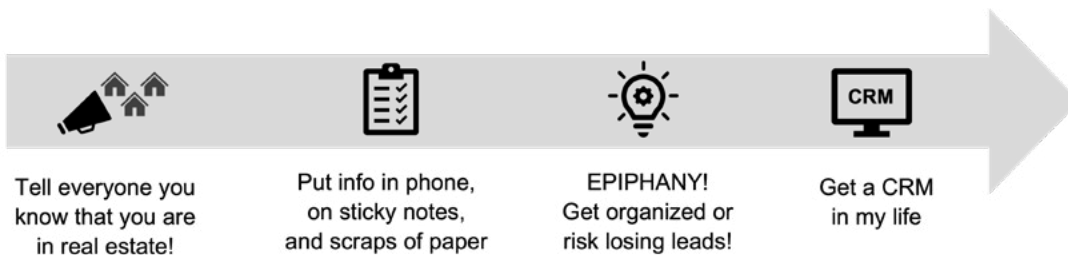
NOTES:

QUESTION: Have you ever lost a piece of business when someone you knew went under contract with another agent?

YES NO

(If YES, what happened, and how did that feel?)

EVOLUTION OF A NETWORK



The first order of business in real estate is finding the sellers, buyers, and renters to work with. In the early days, this can lead to a hectic and unorganized scramble to keep track of contacts and communicate with them regularly. That's when agents have this epiphany, "I'm never losing another lead that should be mine!" and they choose a database (CRM).

DATABASE:

A systematized collection of contacts that can be easily accessed and organized for speed of search and retrieval for infinite prospecting and marketing activities.

Universal Best Practices for Building a Database

What's the best database? The one you will use! It's not *what* the CRM is, it's *how* you use it to do the work of organizing and streamlining your contact list for you.

Top producers use their databases to:

- Automate their processes—using the automatic marketing plans in their CRM to stay top-of-mind.
- Categorize the contacts in their database according to how they plan to contact them, making their database an efficient tool for targeted communications.

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4. Speak with Scripts

NOTES:

A large part of the real estate business is meeting and speaking with new people and potential clients.

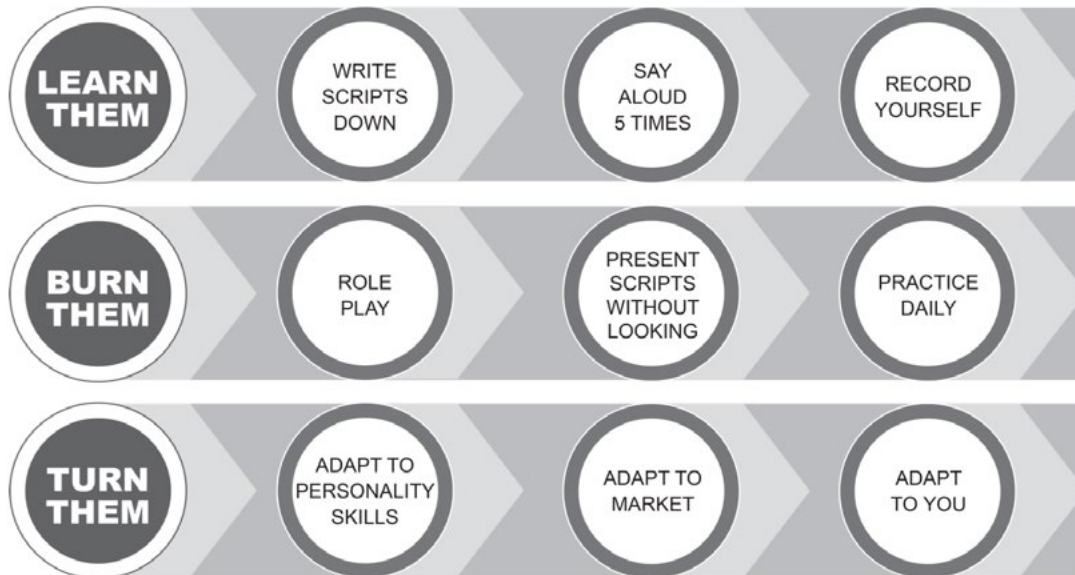
Sometimes it can be hard to know what to say in every circumstance—the power of scripts* is the guidance of what you might say in some of the most common situations you may encounter as an agent.

Script Power!

- Real estate is a relationship-based industry, and relationships are based on communication—our words are our most effective tool.
- When you're not worried about what to say, you can focus on listening.
- Following a script path guides you and the seller or buyer to the outcomes you want to achieve.

MAKE IT HAPPEN

Throughout the course, you will see suggested scripts that you can apply in your business. The best way to use the suggested scripts:



Memorizing, internalizing, and customizing your scripts saves time and helps you sound more professional and ready for any situation.

* These words are only a guide; the most effective dialogue will be the one that is authentically your own.

Don't Derail

NOTES:

Self-doubt, the “don't wanna's”, the lazy days: Every agent experiences these feelings of resistance—yes, even experienced agents. These feelings are often translated into negative thinking, leading to the kind of internal monologues that can derail any agent's efforts.

QUESTION: Which of these internal monologues resonates with you? Choose all that apply!

- I don't want friends/family to think I am only calling because I want their business.
- Why would anyone want to work with me? I'm too new/I don't know the area/They already have an agent they work with/My friends don't see me as an agent.
- I have enough business to keep me busy, so even if I talk to my Sphere, I won't have time to service their needs.
- Anything else?



These are your fears and they are normal. They are *not* the truth!

Eliminate Negative Thinking

Everyone has some emotional response when it comes to asking for business—it's tough to stay confident all the time. The trick to stepping out of your comfort zone is to adopt an attitude of acceptance: “*There will be days when negative thinking could derail my progress,*” and couple it with a simple process to help you eliminate negative thinking and move forward.



The magic happens when you step outside your comfort zone and keep stepping outside your comfort zone long enough for your brain to adjust to the “new normal.”

The truth is, you have skills and experience, as well as a wealth of knowledge and resources, at your fingertips, thanks to your affiliation with Coldwell Banker®. Think of this value as a product, and the product is *you*. Let your inner value shine!

THE PROCESS:

| | | | |
|--|--|--|-------------------------------------|
| 1. Let your inner value shine. | 2. Identify any negative thinking. | 3. Deal with the discomfort. | 4. Reframe your thoughts. |
|--|--|--|-------------------------------------|

Let's Do This!

NOTES:

PART ONE: LET YOUR INNER LIGHT SHINE

1. Think back to 3-5 of your favorite past clients or ex-coworkers.

Note their phone numbers: 1) 2)
3) 4) 5)

2. Call them* and say: Hi, *(name)*! This is *(your name)* and I'm calling today because I am doing research in order to create some enhanced marketing. I value your opinion highly, and I was wondering if you'd be willing to help me by answering one question? *(They will say yes.)*

If you were to tell someone else about the service I offer, what would you say? *(They will respond.)* Thank you so much. I appreciate your time and your candor! Is there anything I can do for you today?

3. Note the responses:

.....
.....
.....
.....
.....

PART TWO: ELIMINATE NEGATIVE THINKING

1. Identify times when you have experienced negative thinking.

2. Choose the techniques you will apply to deal with the discomfort of negative thinking.

3. Practice the reframe or create one of your own from the feedback you received on your calls.

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ONE: FOCUS

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| IDENTIFY ANY NEGATIVE THINKING | DEAL WITH THE DISCOMFORT | REFRAME YOUR THOUGHTS |
|---|---|--|
| <p>MAXIMIZING THE NEGATIVE In a day full of good events, we filter out the good, focus on the one bad thing, and declare the day was terrible. <input type="checkbox"/> YES <input type="checkbox"/> NO</p> | <p>✓ SHINE THE FLASHLIGHT A flashlight only shines in one direction. When negative thinking is self-directed, turn it around and make it about the client.</p> | <p>I know I am not perfect; no agent is! But I'm getting better every day.</p> |
| <p>PREDICTING THE FUTURE We can't predict the future, but we still try! Things like, "That seller isn't going to do any repairs. I just know it." These thoughts create negative emotions. <input type="checkbox"/> YES <input type="checkbox"/> NO</p> | <p>✓ LOVE YOUR PRODUCT – YOU The service you provide can make real estate dreams come true or save clients from their real estate dilemmas.</p> | <p>I'm making that up. I can't predict others' feelings or actions. My job is to logically prepare for the best and worst outcomes. That's what makes me a good agent.</p> |
| <p>MIND READING Just as no one knows what you are thinking, you don't know what others are thinking either. We're all wrong when mindreading, producing negative energy and eating up time. <input type="checkbox"/> YES <input type="checkbox"/> NO</p> | <p>✓ REMEMBER YOUR DRIVE You got into this business for a reason—was it family? Freedom? A fortune? Tap into that passion to diminish self-doubt.</p> | <p>My best action is to concentrate on the motivations and needs of my client. No one knows what I am thinking (thank goodness!), just like I don't know what others are thinking.</p> |
| <p>IT'S ALL OR NOTHING "Black-and-white" thinking categorizes something as either this way or that way. Most often, this occurs with people. A seller is completely unreasonable about their marketing, for example. <input type="checkbox"/> YES <input type="checkbox"/> NO</p> | <p>✓ FOCUS ON THE BRIGHT SPOTS Concentrate on what you do know versus what you don't, and what you can do versus what you can't.</p> | <p>I know no two situations or people are alike. I ask questions for deeper understanding to provide solid advice to my clients.</p> |
| <p>TAKING IT PERSONALLY As much as we would all like to think that the world revolves around us, it doesn't. We know that logically, yet sometimes it feels personal when an agent is at the receiving end of the blame game. <input type="checkbox"/> YES <input type="checkbox"/> NO</p> | | <p>This is not just about me. Selling a home is highly stressful. The seller needs to vent their frustrations, and I'm happy to listen and then propose solutions.</p> |

NOTES:

LEAD GEN: SPHERE OF INFLUENCE

TWO:

CENTER YOUR
NETWORK ON
YOUR SOI

Sphere of Influence (SOI)

NOTES:

When growing your business, it is definitely more about who you know—and how many of them you know!—than what you know. The more people you know, who know you, know you are in real estate, and like and trust you, the more opportunities you will have to share your value and build the relationships that lead to closed sales.

Acquaintance vs. Sphere

What's the difference between an acquaintance and someone who is in your Sphere?

| ACQUAINTANCE | SPHERE |
|--|---|
| Doesn't know or doesn't care that you are in real estate | Regularly gets value from your real estate expertise |
| You see each other "once in a blue moon," by chance | Contacted by you through a variety of methods on a consistent basis |
| Contact info is not in your CRM | All their data is in an effective CRM |

QUESTION: Why and how should you move an acquaintance into your Sphere?

Why SOI Matters

NOTES:

The Sphere of Influence (SOI) is an essential source of leads for growing a business. NAR statistics* show:

| | |
|--|---|
| <p>_____ %</p> <p>of sellers said that they would definitely or probably recommend their agent for future services.</p> | <p>_____ %</p> <p>of buyers said that they would definitely or probably recommend their agent for future services.</p> |
| <p>_____ %</p> <p>of sellers found their agent through a referral from a friend, neighbor, or relative or used an agent they had worked with before to buy or sell a home.</p> | <p>_____ %</p> <p>of buyers found their agent through a referral from a friend, neighbor, or relative or used an agent they had worked with before to buy or sell a home.</p> |
| <p>_____ % of sellers and _____ % of buyers used their same agent again when they bought or sold a property.</p> | |

| | |
|-----------------------|--|
| <p>THE CONCLUSION</p> | |
|-----------------------|--|

*© National Association of REALTORS®. "2021 Profile of Home Buyers and Sellers." Used with permission. All rights reserved.

The Next Generation Path: SOI

NOTES:

Follow the SOI Path to keep the infinity loop spinning and driving more contacts into your Sphere of Influence.

1

Run the Numbers

Utilize My Business Planner to determine how many contacts you need to add to your database to reach your goals.

2

Add to Your Database

Who's in your Sphere of Influence now? What systems will you put in place to add more contacts to your network?

3

Inventory Items of Value

What items of value are working now, and what tools can you implement to provide value?

4

Build Your Calendar

Work your CRM! Schedule marketing and prospecting touch points on an annual calendar to streamline your efforts while maximizing impact.

5

Get the Business

Create a system to get appointments with referrals and prospects.

6

Set to Autopilot

Study your results and tweak your plan to focus on the efforts bringing in the best results.

NOTES:



Run the Numbers

“When you know what you want, and you want it bad enough, you’ll find a way to get it.”

– Jim Rohn, entrepreneur, author, motivational speaker

1. Calculate Your SOI Return

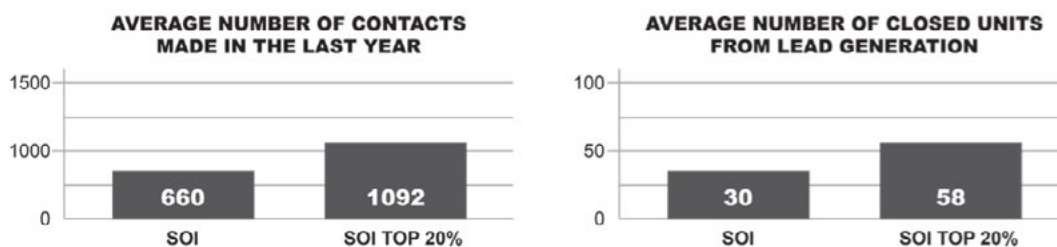
Your SOI **conversion rate** defines how many SOI contacts you need to generate a transaction.

According to the National Association of REALTORS®, the average conversion rate of any lead per agent is **0.4%–1.2%.***

According to self-reported data submitted from agents in The Realogy Leads Survey of 2018 (now known as “The Anywhere Real Estate Leads Survey”),** however, the conversion rate for the Sphere of Influence is **4.5%**.

The Bigger, the Better

Your first goal is to focus on quantity. The more “at bats” you have, the more business you will get from your contacts.



The size of a properly worked database will directly correspond to the number of closed transactions that result from a Sphere of Influence.

* National Association of REALTORS®. Used with permission. All rights reserved.

** 2018 Realogy Survey: Leads (now known as “The Anywhere Real Estate Leads Survey”). The research methodology utilized included a survey of affiliated agents across several Anywhere Real Estate Services Group LLC (f/k/a Realogy Services Group LLC) (“Anywhere Real Estate”) brands and does not include agent data for all Anywhere Real Estate brands. The survey was conducted by Anywhere Real Estate and included responses from 180 respondents across the country between May 2, 2018 and July 9, 2018, using an online link. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and affected by the number of survey-takers and the level of percentages expressing the results.

Let's Do This!

NOTES:

Calculate your conversion rate and activity goals for your Sphere of Influence.

| | | |
|----|--|--|
| 1 | Number of transactions from SOI last year | |
| 2 | Number of contacts in your SOI last year | |
| 3 | Sphere of Influence conversion rate (Line 1 ÷ Line 2) | |
| 4 | Goal for total number of transactions this year | |
| 5 | Number of SOI transactions needed (of line 4, how many will come from your SOI) | |
| 6 | Contacts required for SOI deals (Line 5 ÷ Line 3) | |
| 7 | Additional contacts needed (Line 6 - Line 2) | |
| 8 | Number of working days next year (e.g., 48 weeks x 5 days per week = 240 days) | |
| 9 | Number of new prospecting contacts needed per day (Line 7 ÷ Line 8) | |
| 10 | Total number of touch points per day (Line 6 ÷ Line 8) to new and existing contacts | |

Benefits of a Referral-Based Business

Obviously, not all of your business will come from your Sphere. This is your opportunity to calculate how much of it *could*, and factor that into your planning.



Before I evolved into a referral-based business, I hadn't realized how much time it took me to find leads. I was spending every weekend at Open Houses, or doing floor time at the company. That was time I could have been with my family! I was also working with a lot of people I didn't know or didn't even necessarily like.

Now that so much more of my business comes from my Sphere and their referrals, I can be choosier about the weekends I want to work and the people I want to work with.

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NOTES:



Add to Your Database

Not too long ago, agents started their business by reaching out to friends and family. Today, agents still reach out to friends and family, but now they can cast a wider net thanks to social media and the tools Coldwell Banker® has for agents to build their SOI.

1. Build Your Sphere of Influence

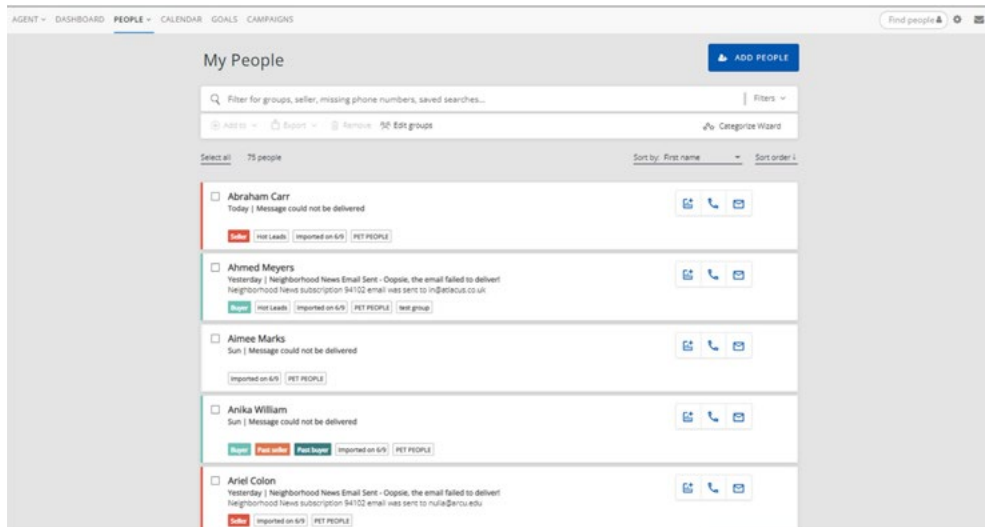
Your Sphere of Influence can start with the following:

- Immediate Family and Friends
- Business Associates
- Nearby Family
- Neighbors
- Distant Family
- Social Media

But as your contacts expand and your business grows, you will add:

- Past Clients
- People in Your Farm
- FSBOs
- Contacts from Open Houses
-
-

Leverage MoxiEngage® to organize and tag your contacts for effective and productive marketing.



Systematize Your Network

NOTES:

To make it simple, as you add contacts consider dividing your network into three levels with just *one* goal: moving as many people as possible from levels two and three into level one.

- 1 RAVING FANS:** Contacts who actively talk about your services and recommend and refer you.
- 2 PAST CLIENTS:** Everyone who has used your services. They generally need a prompt to refer you. When you are new, this level can be your past coworkers who can speak to your work ethic and skill set.*
- 3 EVERYBODY ELSE:** All the people who you know and who think of you in a favorable light, but do not fit in levels one or two. For example, your spouse's colleagues, fellow book club members, or groups you can think of as "common threads," such as volunteer groups, soccer moms, etc. They almost always need a prompt to refer you.

QUESTION: What are the advantages of dividing your contacts into categories?

** Levels should be clean for ease of management; however, when you are new, your goal is to communicate with as many people as possible.*

Let's Do This!

FILL IN THE GAP

Using the following spreadsheet, you have 10 minutes to work toward your contact goal:

1. Refer back to Line 7 in your Sphere of Influence calculator.
How many additional contacts do you need to hit your goal?
2. Note as many people as you can in each of your three levels:
 - **RAVING FANS:** Those who actively talk about your services and recommend and refer you.
 - **PAST CLIENTS:** Everyone who has used your services. They generally need a prompt to refer you.
 - **EVERYBODY ELSE:** All the people who you know who think of you in a favorable light, but do not fit in levels one or two. For example, your spouse's colleagues, fellow book club members, or groups you can think of as "common threads," such as volunteer groups, soccer moms, etc. They almost always need a prompt to refer you.

Less ≠ More!

2. Know Your Sphere of Influence

NOTES:

The more people you have in your Sphere, *and the better you communicate with them*, the greater your return.

1. Get more than their digits! Communication has evolved significantly, and the people in your Sphere will respond differently to your messaging, depending on their preferred communication methods. Gather *all* of the following:

- Full name
- Address
- Phone number
- Email
- Social media platforms
- What else?

QUESTION: How are you adapting to trends in communication preferences in your Sphere?

2. Add notes on relevant personal information. This will help you craft campaigns geared toward their interests:

- Family (children's ages, etc.)
- Hobbies
- Your connection (PTA? Team sports? Place of worship?)
- Birthday
- Date of purchase of their current home
- What else?

Let's Do This!

HOMEWORK

Transfer your list into your CRM, adding in the above information.

***If you choose to make contact by phone or text (i) check phone numbers against the federal DNC registry, any applicable state DNC list and your company DNC list (ii) do NOT use autodialers and (iii) do NOT use artificial voice or pre-recorded messages.**



Inventory Items of Value

As part of building a Next Generation Network, your goal is to earn the business by adding value at every point of contact with the latest Coldwell Banker® tools and useful market-specific info.

VALUE:

Content that ignites a “force of attraction”: I see it, I want it, I must have it!

Remember, it is a loop—and an infinite one. The more value you provide, the easier it is to layer your prospecting calls around compelling marketing content that creates opportunities for meaningful engagement. For example, you have just listed a home.

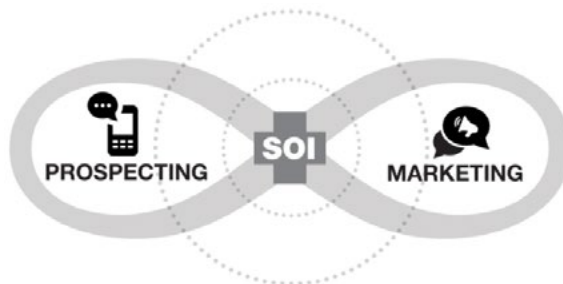
Layer One: Send postcard.

Layer Two: Call your Sphere and share this sample script: *“You may have already received my “Just Listed” postcard on the 123 Main Street home. From the CMA, we can see a significant (uptick/down swing) from (last month/last year). Would you like me to send our latest market report to you or anyone else in that neighborhood who may be interested?”*

Layer Three: Send report.

Layer Four: Call your Sphere and any of their referrals and share this sample script: *“Just calling to check that you received the report and ask if you have any questions that I can answer for you.”*

TO INFINITY...



Depending on whether your contact is in level 1, 2, or 3, you will share value and communicate with two goals in mind:

1. **Get the appointment:** A REALationship Builder Campaign provides the opportunity to contact the prospect over multiple touch points to ask for the appointment or a referral and to start the relationship off with value.
2. **Build the relationship and stay top-of-mind:** A REALationship Builder Campaign keeps you in touch with your Sphere so you become synonymous in their mind with real estate both for their needs and the real estate needs of their friends, family, and coworkers.

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TWO: CENTER YOUR NETWORK ON YOUR SOI

LEAD GEN: SPHERE OF INFLUENCE

Let's Do This!

NOTES:

The number one reason agents don't work their Sphere—aside from time—is because they do not want to annoy them. And if they feel like they are being annoying, they probably are—because they aren't bringing real value!

Coldwell Banker and your company have those real items of value that create a “force of attraction” and help you stay in touch, grow, and nurture your Sphere of Influence.

1. Review the items of value. What else can you add?
2. For each item, indicate if this is something you use or plan on using.
3. If you know where to find it, jot down the location. If not, make a note to find out.

MY INVENTORY

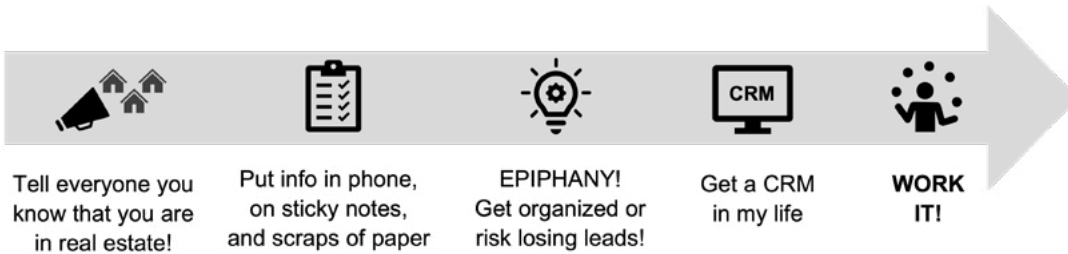
| ITEMS OF VALUE | USE | LOCATION |
|---|-----|----------|
| CMAAs | | |
| Current Market Overviews | | |
| Vendor Lists | | |
| Local Market Statistics | | |
| Monthly Newsletters | | |
| Just Listed/Sold Postcards | | |
| Tips for Selling and Buying | | |
| Tax Info | | |
| Holiday Cards | | |
| Birthday/Anniversary of Home Sale Cards | | |
| Community Happenings | | |
| | | |
| | | |
| | | |

NOTES:



Infinity and Beyond

The size of your database is the first critical piece of building a Next Generation Network, but how you work it is equally as important!



Size matters, but you won't get results from your network unless you work it! Set up REALationship Builder Campaigns that empower you to make meaningful touch points by providing "force of attraction" items of value.

REALATIONSHIP BUILDER CAMPAIGNS
ONGOING CONTACT WITH EVERYONE IN YOUR SPHERE

FREQUENCY
Calls, emails, texts, social media per month

DURATION
Consistent communications over the course of **every year**

INFINITY LOOP
(Prospecting & marketing layers)

- Item of Value (e.g., Current Market Overview)
- Call/Text
- Item of Value (e.g., Neighborhood Newsletter)
- Note
- Item of Value (e.g., Just Listed/Just Sold postcards)
- Face-to-Face (e.g., coffee, lunch, event)
- Item of Value (e.g., Holiday card)
- Social Media Connection
- Item of Value (e.g., Tax Info)

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Let's Do This!

NOTES:

Nail the Next 12 Months

1. Refer back to your inventory of items of value.
2. Divide into three groups. Your instructor will assign your group to one of the following:
 - RAVING FANS:** Actively talk about your services and recommend and refer you.
 - PAST CLIENTS:** Everyone who has used your services. They generally need a prompt to refer you.
 - EVERYONE ELSE:** All the people who you know who think of you in a favorable light, but do not fit in levels one or two. For example, your spouse's colleagues, fellow book club members, or groups you can think of as "common threads," such as volunteer groups, soccer moms, etc. They almost always need a prompt to refer you.
3. **Group ONE:** Create the "Ultimate **Raving Fans** REALationship Builder Campaign." Determine the marketing and prospecting layers you would do for your biggest advocates.
4. **Group TWO:** Create the "Ultimate **Past Clients** REALationship Builder Campaign." Determine the marketing and prospecting layers you would do for the people who generally need to be prompted to refer you.
5. **Group THREE:** Create the "Ultimate REALationship Builder Campaign for **Everybody Else**." Determine the marketing and prospecting layers you would do for the people who would definitely need to be prompted to refer you.
 - Think "big picture." No need to worry about exact days or times at this point—simply identify by quarter.
 - Think impact! Note how many times you would need to call, meet in person, or send items of value.

TWO: CENTER YOUR NETWORK ON YOUR SOI

LEAD GEN: SPHERE OF INFLUENCE

The Ultimate Raving Fans REALationship Builder Campaign

| Q1 TOUCH POINTS | | | |
|-----------------|----------|-------|-----------|
| JANUARY | FEBRUARY | MARCH | QUARTERLY |
| | | | |

| Q2 TOUCH POINTS | | | |
|-----------------|-----|------|-----------|
| APRIL | MAY | JUNE | QUARTERLY |
| | | | |

| Q3 TOUCH POINTS | | | |
|-----------------|--------|-----------|-----------|
| JULY | AUGUST | SEPTEMBER | QUARTERLY |
| | | | |

| Q4 TOUCH POINTS | | | |
|-----------------|----------|----------|-----------|
| OCTOBER | NOVEMBER | DECEMBER | QUARTERLY |
| | | | |

TWO: CENTER YOUR NETWORK ON YOUR SOI

LEAD GEN: SPHERE OF INFLUENCE

The Ultimate **Past Clients** REALationship Builder Campaign

| Q1 TOUCH POINTS | | | |
|-----------------|----------|-------|-----------|
| JANUARY | FEBRUARY | MARCH | QUARTERLY |
| | | | |

| Q2 TOUCH POINTS | | | |
|-----------------|-----|------|-----------|
| APRIL | MAY | JUNE | QUARTERLY |
| | | | |

| Q3 TOUCH POINTS | | | |
|-----------------|--------|-----------|-----------|
| JULY | AUGUST | SEPTEMBER | QUARTERLY |
| | | | |

| Q4 TOUCH POINTS | | | |
|-----------------|----------|----------|-----------|
| OCTOBER | NOVEMBER | DECEMBER | QUARTERLY |
| | | | |

TWO: CENTER YOUR NETWORK ON YOUR SOI

LEAD GEN: SPHERE OF INFLUENCE

The Ultimate REALationship Builder Campaign for **Everybody Else**

| Q1 TOUCH POINTS | | | |
|-----------------|----------|-------|-----------|
| JANUARY | FEBRUARY | MARCH | QUARTERLY |
| | | | |

| Q2 TOUCH POINTS | | | |
|-----------------|-----|------|-----------|
| APRIL | MAY | JUNE | QUARTERLY |
| | | | |

| Q3 TOUCH POINTS | | | |
|-----------------|--------|-----------|-----------|
| JULY | AUGUST | SEPTEMBER | QUARTERLY |
| | | | |

| Q4 TOUCH POINTS | | | |
|-----------------|----------|----------|-----------|
| OCTOBER | NOVEMBER | DECEMBER | QUARTERLY |
| | | | |

Get Down to Business

NOTES:

Get started on hitting your numbers and meeting your goals. We are going to take twenty minutes to make calls, right now.

1. Create a contact list:

- Sphere: anyone on the list of raving fans, past clients, and everybody else!
- Referrals
- Vendors
- Current Listings

2. Sample script study:

- Select your sample scripts based on your call list.
- Read the sample script(s) three times—silently.
- Practice your script(s)—one time each.

3. Adopt a positive mindset:

Get psyched! You are about to help potential clients realize their real estate dreams or help them out of their real estate dilemmas!

4. Start dialing:

Keep your REScoreboard and scripts at hand and make as many calls* as you can. Take notes as you go about your conversations and follow-up actions.

Positive Mind = Positive Results

AFFIRMATION

Success is my destiny!
My goal is ___ contacts and I will achieve it!

MY AFFIRMATION

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Sample Scripts

NOTES:

YOUR SPHERE

Touching base

Hi, (name). This is (your name). How are you? What have you been up to? (listen) I'm great! (share).

Catching up with someone you haven't seen in a while

Hi, (name). This is (your name). I have been thinking about you, because I wanted to make sure I am not dropping the ball on any of your real estate needs!

Continue with this script in either scenario

Do you have any questions or needs I can help you with right now?

(Have needs) *Great—I can help you with that. I'll get back to you, or*

(No needs) *OK—please reach out to me when you do; I am always here to help!*

Who do you know who is thinking about moving? Homes are flying off the market, and I am constantly looking to build my listing inventory.

(YES) *Great! What's their contact info? Thanks! Anyone else? Anyone who is changing jobs/graduating/getting married, etc.? Great. Can I use your name? I promise I'll let you know if they decide to use me as an agent, and I will take great care of anyone who is a friend of yours. If anyone else comes to mind, please give me a call! Thanks!*

(NO) *OK, I appreciate you giving it some thought! And if you think of anyone, maybe people who are changing jobs/graduating/getting married, etc., please let me know!*

IF THEY DON'T ANSWER, SEND A TEXT:

Touching base

Just wanted to say hi! How are you? Let's catch up. Call me when you are free.

Catching up with someone you haven't seen in a while

Hi, (name). This is (your name). I have been thinking about you because I wanted to make sure I am not dropping the ball on any of your real estate needs!

***If you choose to make contact by phone or text (i) check phone numbers against the federal DNC registry, any applicable state DNC list and your company DNC list (ii) do NOT use autodialers and (iii) do NOT use artificial voice or pre-recorded messages.**

Sample Scripts (CONTINUED)

NOTES:

SAMPLE SCRIPT: CALLING A REFERRAL

Hi, my name is (your name). I'm a real estate agent affiliated with (brokerage name). (Insert name of person that gave you referral) asked me to speak with you about your upcoming real estate needs. What can I help you with?

(IF YES, Make an Appointment to Meet)

Great, I'd love to help you with that. I can see you today at (time) or tomorrow at (time). Which is better for you?

(IF NO, Continue with Script)

Who do you know that is thinking about moving?

(IF YES) Great! Thanks! Anyone else? Anyone who is changing jobs/graduating/getting married, etc.? Great. Can I use your name? I promise I'll let you know if they decide to use me as an agent, and I will take great care of anyone who is a friend of yours.

If anyone else comes to mind, please give me a call! Thanks!

(IF NO) Thank you for taking a moment to think about that. I'd like to repay the favor.

You know, I send out some great items of value and updates to our friends, family, and past clients to keep them informed on the market. I would be happy to include you, free of charge or obligation of course—just great information. Can I verify your email address?

IF THEY DON'T ANSWER, SEND A TEXT:

Hi, this is (your name). I'm a real estate agent affiliated with (brokerage name). (Name of referral) suggested that I give you a call, because you are thinking of moving soon. Are you available to meet this afternoon or tomorrow?

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Sample Scripts (CONTINUED)

NOTES:

CALLING VENDORS/SERVICE PROVIDERS FROM “WHO DO YOU KNOW?”

Hi, (name). This is (your name). You do such great work in our community, I was calling to see if you are accepting new clients and if it would be OK if I referred my clients to you? Great! Thanks!

Do you have any clients who are interested in buying or selling a home, or maybe investing in real estate?

(YES) *Great! What’s their contact information? Thanks! Anyone else? Anyone who is changing jobs/graduating/getting married, etc.? Great. Can I use your name? I promise I’ll let you know if they decide to use me as an agent, and I will take great care of anyone who is a client of yours.*

(NO) *OK, I appreciate you giving it some thought! And if you think of anyone, maybe people who are changing jobs/graduating/getting married, etc., please let me know!*

I look forward to hearing from you! In the meantime, check out my (app/Facebook page).

***If you choose to make contact by phone or text (i) check phone numbers against the federal DNC registry, any applicable state DNC list and your company DNC list (ii) do NOT use autodialers and (iii) do NOT use artificial voice or pre-recorded messages.**

Sample Scripts (CONTINUED)

NOTES:

SAMPLE SCRIPTS: CURRENT LISTINGS

Hi, (name). This is (your name). Are you ready for your weekly update? (share)

Now that you have listed, you're going to find that many of your conversations are about real estate. It's like when you buy a new car and suddenly you see that car everywhere! When you are talking to people who are thinking of moving, could you refer those people to me? I would love to help your friends and family, and I'll keep you updated on anything that happens. When you do hear of someone, if you could forward me their number, I'll reach out. It's my job to contact them, not yours!

or

Question for you, has anyone started asking you about your home? For example, why you are selling, or how you picked your agent? I have found that when people start quizzing someone who is selling their home it is because they are thinking about selling theirs. You become the expert for anyone thinking about selling! When you get those questions, could you refer them to me? I'm excited to sell your listing, and I want to provide the same service to your friends and family as well. When you do hear of someone, if you could forward me their number, I'll reach out. It's my job to contact them, not yours!

(IF YES) *Great! Thanks! Anyone else? Anyone who is changing jobs/graduating/getting married, etc.? Great. Can I use your name? I promise I'll let you know if they decide to use me as an agent, and I will take great care of anyone who is a friend of yours.*

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TWO: CENTER YOUR NETWORK ON YOUR SOI

LEAD GEN: SPHERE OF INFLUENCE

Call Notes

Jot down any info you can later input into your CRM database.

| CALLS/CONTACTS | MESSAGES | FOLLOW UP |
|----------------|----------|---|
| | | <input type="checkbox"/> APPOINTMENT <input type="checkbox"/> REFERRAL |
| | | <input type="checkbox"/> APPOINTMENT <input type="checkbox"/> REFERRAL |
| | | <input type="checkbox"/> APPOINTMENT <input type="checkbox"/> REFERRAL |
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Track Your Results

NOTES:

1. Enter today's results against your goal in REScoreboard

| DAILY SOI CONTACT GOAL | TODAY |
|------------------------|-------|
| # Contacts | |

2. Debrief with the class

- ✓ Success! What went right?
- ✓ Challenges. How can I get better?

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NOTES:



Get the Business

CONVERSION:

Moving a lead to a seller or buyer who is ready to work with you.

Your hard work will pay off in either referrals from your Sphere or people in your Sphere who raise their hand, letting you know they have an interest in selling or buying.

1. Get to When

When someone does have a need, your first step is to determine their time frame by asking one of these “magic” questions:

THE MAGIC QUESTION

To a Potential Buyer:

If the world was perfect, when would I be handing you the keys to your new home?

To a Potential Seller:

If the world was perfect, when would I be handing you your equity check?

THE “MAGIC”

- ✓ Establishing urgency. The shorter the time frame, the more quickly you will act to secure the appointment.
- ✓ Positioning yourself in their mind as the agent they will be working with to achieve their goal.

2. Ask for the Appointment

NOTES:

As statistics from the NAR “2021 Profile of Buyers and Sellers”* tell us, 82 percent of sellers and 73 percent of buyers only contact or interview *one* agent before deciding on the agent to work with.

Thanks to the magic question, you have a sense of their urgency—be that one agent they speak with to greatly increase your odds of getting the transaction. You can quantify urgency in three loose groups:

Ready to Go

They have made the decision and put plans in motion (they have gotten prequalified, for example). Ask for the appointment.

SAMPLE SCRIPT

I'm ready to go to work for you!

I'd like to set up some time to lay out your goals and create strategies to get you what you want.

(Offer two options to meet.)

We'll only need about 45 minutes. I'm free this afternoon or tomorrow morning. Which one works better for you?

Not Ready Yet

They still have decisions to make and haven't prepared yet. Ask for the appointment (same script as above), and follow up if they do not immediately say yes. Layer prospecting and marketing to build the relationship and create further opportunities to ask for the appointment.

Ready to Wait

There is a move in the future, but they are not sure what that looks like yet. Offer value to establish your validity and stay top-of-mind, then ask for the appointment again when they are closer to being ready.

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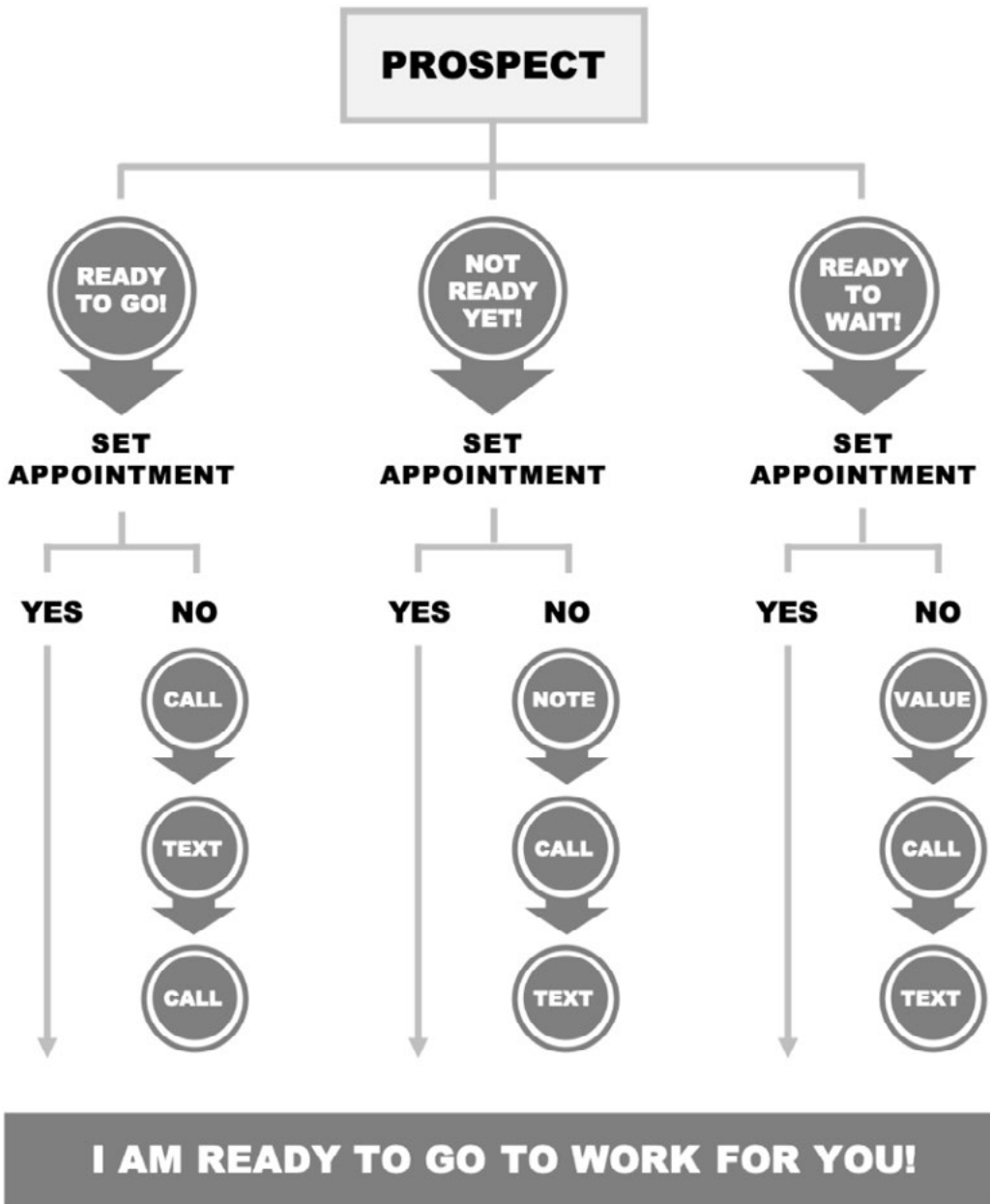
TWO: CENTER YOUR NETWORK ON YOUR SOI

LEAD GEN: SPHERE OF INFLUENCE

3. Systematize to Get the Appointment

NOTES:

Your REALationship Builder Campaign to get the appointment can be just as systematic as your infinity loop REALationship Builder Campaigns, but they will be more focused on face-to-face and voice-to-voice to maximize your chances of being the first agent they set an appointment with.



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NOTES:

Refine and Repeat

After designing and customizing your networking calendar system, it's now time to set it on autopilot and refine your customized REALationship Builder Campaign strategies over a twelve-month timeline, while taking into consideration the cyclical life cycle of the real estate market.

- Run the numbers to review your conversion rate at least quarterly, then repeat and refine your networking calendar system.
- Repeat what's working, e.g., campaigns, social media, etc.
- Promote the most effective items of value, and add new ones as they become available or more relevant.
- Nurture relationships.
- Continue to track your results.

| MY SOI GOALS | TODAY |
|---|-------|
| # Contacts | |
| # Appointments | |
| Remember to record all your hard work in REScoreboard! | |

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THREE:

LOOK

FORWARD

THREE: LOOK FORWARD

LEAD GEN: SPHERE OF INFLUENCE

Mark Your Accomplishments

NOTES:

You have achieved so much in just one day! Mark off your accomplishments, and if you are not fully confident yet, jot down your next steps to get there.



| | YES! | NOT YET |
|--|------|---------|
| I'm ready for a Next Gen Network! | | |
| I know my SOI contact goals. | | |
| My contacts are in a database and tagged according to their level. | | |
| I have an inventory of items of value to last at least a year! | | |
| My infinity loop of prospecting and marketing is ready for my Raving Fans, Past Clients, and Everybody Else. | | |
| | | |

THREE: LOOK FORWARD

LEAD GEN: SPHERE OF INFLUENCE

Next Gen Network Challenge

NOTES:

Meet weekly or monthly to continue to add contacts to your network, and make calls to get contacts and appointments!

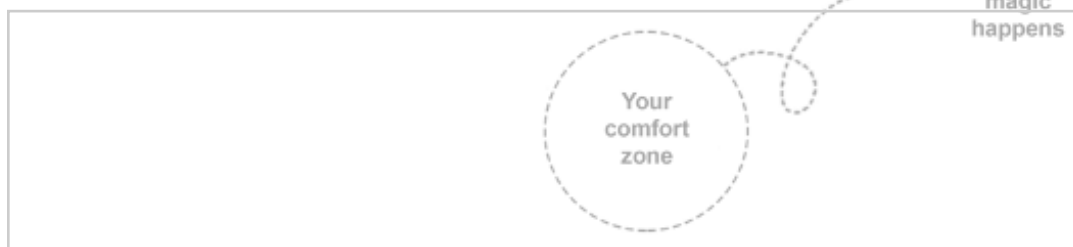
| NEXT GEN NETWORK CHALLENGE | |
|----------------------------|---|
| MOTIVATE! | <ul style="list-style-type: none">• Share Value Propositions.• Affirmations & Power Pose |
| SCRUB | <ul style="list-style-type: none">• Review and identify lost contacts, gaps in touch points, etc., and either remove them from the list or flag for contact.• Add and tag new contacts. |
| MASTER | <ul style="list-style-type: none">• Review scripts from all sources.• Internalize! Rewrite scripts to make them their own to win their contacts back and active in their SOI.• Role-play: Break into pairs or triads and practice and perfect the scripts they will use to bring their long-lost contacts back and build relationships with new contacts. |
| CONTACT | <ul style="list-style-type: none">• Make calls and send texts to ask for referrals or new business. |
| TRACK | <ul style="list-style-type: none">• Enter results into REScoreboard and report out on numbers. |

***“There are no secrets to success.
It is the result of preparation, hard work,
and learning from failure.”***

– Colin Powell, former U.S. Secretary of State and retired U.S. Army four-star general

Today's Takeaways

Where did the *magic* happen?



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PLEASE COMPLETE THE EVALUATION

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