## The Lisa Crown Lowdown!

Here are 5 commonly asked questions about Escrow and Sales working together that comes up a lot in my ***Elite Sales Coaching Program***:

1. **Q:** What can EO's do to keep open lines of communication with their sales exec?

   **A: They should have a power 10 min meeting per week. Come prepared and stay true to the 10 minutes. SET AN ALARM!! Go over wins, challenges, anything new, something you want to learn or you want to share with them, target focus, anything for the good of the order, and end on a positive note. Also, keep SALES in the loop. If there is a problem on a file, they need to be in the "know". A simple text or email will do.**

2. **Q:** How can an EO help their sales exec with their job?

   **A: Communication is key. Treat this like a partnership and you guys own a business together. If you can set 5, 10, 15 minutes aside from time to time to make "maintenance calls" or "target calls" or "follow up calls" with your sales executive that would be fantastic. Another way to help is to go out in the field and teach a class! Your knowledge is power in this business. Shake hands, see the people… they LOVE to see YOU!**

3. **Q:** What is really frustrating to a sales executive when it comes to escrow?

   **A: This is what I am hearing in 43 states with 10 different title companies under our sister brands: (so don't shoot the messenger!) Not all sales executives understand the escrow process, therefore they feel overwhelmed with upset clients or feel sometime escrow officers or agents are talking "another language" to them and they have no clue what's going on. Sometimes they say escrow has no patience, has no time, they come off rude or short with me and my clients or a new lead I just brought in, their phones go to voicemail to often and agents are complaining, they talk too, too much drama, they are not on the same page with the targets so they are going in different directions, escrows move my orders to other reps and don't tell me, our communication is not good and we never meet.** Who needs a drink after that? LOL!

4. **Q:** Best way to take down targets together.

   **A: Get a list of targets. Work a Plan of action to take them down. Have strategic dates and who is responsible to make the next move, you or them. Get prepared, divide and conquer! Let the sales executive meet with the agent and then have them meet you on the 2nd step of the process.**

5. **Q:** How should we handle the OB other broker or selling side of the transaction?

   **A: The sales executive or you can offer the PEP (Personalized escrow plan) to get to know the agent and their clients better. Next let the sales executive know your escrow game plan as far touch point calls. Together you guys decide what strategic move does the sales executive make in the end of the transaction to win them over. Maybe you send a CC email including the sales executive since you were in the most contact with them and thank them for the opportunity to work with them and their clients. Then the sales executive will reply to all and say I hope you enjoyed our service, now that you got to see how we operate internally would you be willing to sit down with me for less than 5 minutes and I can share with you how to max out this closed file by marketing it in various ways to get the phone to ring and pick up another buyer or seller?**

**Here are the ideas for when the sales executive meets with the selling agent in person:**

1. Post it on your Facebook and Instagram
2. Send "Welcome your new neighbors" postcard to 250 homeowners nearby
3. Call 100 renters in the area and see if they are thinking of buying a home and tell them about this lovely house you just found for your buyers
4. Door knock 250 people in the neighborhood and share the great news and introduce yourself
5. Send an email to your entire sphere of influence sharing you represented another HAPPY BUYER!!

Hope you are walking away with a nugget or two from *Lisa Crown's Lowdown* about the synergy between Escrow and Sales! Remember, there is no "**I**" in **TEAM** and we can't spell

**S_CCESS** without **U**!!!!

If you have a sales executive that wants to take their business to the next level, please reach out to me at Lisa.Crown@fnf.com or go to my website www.LisaCrown.com! We have a waiting list going for our Jan 2017 round! I appreciate any referrals! Send them my way and watch their business GROW!!!!!! Thank you!!!

Shine on!

Lisa Crown
VP Sales Development
Strategic Sales Solutions
**Fidelity National Title Group**
Office: 661-268-0716
Text: 818-292-7172
**Lisa.Crown@fnf.com**
www.LisaCrown.com