



Monthly Marketing Challenge

June 2018

Sales:

1. Call 50 Targets and use the “Combatting the No” Call Script (Insert “their” Title company here) is a good company, I see why you use them. I am not trying to step on their toes. The reason for my call is to talk about the “**GROWTH**” of your business. What if.... My (insert tip, tool or nugget) got you 3-10+ more transactions (or insert the **BEST STAT**) in less than a year.... could I earn those orders? (let them answer) Would you be interested in having a quick 4-minute meeting next week to discuss it further?
2. Set up a class for you and your EO to teach. Find a topic and change the title to make it attractive and exciting! Use 10-15 minutes at the top of the class to sell a tool and then have escrow get started. Make sure you and your EO are prepared. Have a drawing for participation. Send thank you cards to all participants. Make sure whatever prospects you get from the class are set up on a follow up campaign.

Escrow:

1. Challenge Yourself! What about your job makes you uncomfortable? Cold Calls? Meetings with prospects? Keeping your Yap shut when you have a problem with a co-worker or client.
 - For the entire month of June face your challenge and do what you don’t “want” to do but you know is necessary.
2. Set up a joint class with your sales executive. Pick a topic and change the name to make it exciting! Your goal is to get good agents to the class. Have sales pick a tool to sell at the top of the class. Make sure you have an outline. Market to get 10-20 agents to attend. Do a give-away/drawing for participation. For States with regulations, you can use something with a company logo. Follow up with personal hand written thank you cards to attendees.