*Sales and Escrow Integration – by Lisa Crown*

#1 – Get to know your Sales Executive (get personal)

* AND what are your expectations?
* AND what are your contributions?

#2 – What is your (EO) vision?

* What is your monthly goal?
* What is the culture/vibe of your office?

#3 – Discuss your targets

* Are you in alignment?
* What is your follow-up?

#4 – Execute an appointment to do items on #3

* Get it on the calendar
	+ Call maintenance clients
	+ Call targets
	+ Book appointments
	+ Call owners/managers of RE or lender offices
		- Get to know them
		- Ask if you can present in their office
	+ Call previous clients (haven’t seen in 6 months or more)
	+ Call people with new listings (get a hot sheet weekly)

#5 – Videos!!!

* Do a video with your Sales Executive
* Send 6-10 second videos to parties that “we recorded”
* Send short video to lost clients ”we miss you”

#6 – Ask Sales Executive for updates weekly (quick email with bullet points)

#7 – Huddle meetings with EO and SE

* Have prepared agenda
	+ Wins
	+ Challenges
	+ Questions
	+ Growth
	+ Action Steps
	+ Marketing
	+ Compliments/gratitude

#8 – Team up on the non-directing agent

#9 – TURN UP FaceBook!!! (15-30 minutes a day)

* Comment on targets and existing clients posts!
	+ Ask a question
	+ Show interest or relate
	+ Give a suggestion
	+ Be matter of fact

#10 – Build a business with your Sales Executive

* Choose to be happy ☺
* Choose to be open
* Choose to build business
* Choose to be partners