



First American

Not Just For One Transaction, But For Life

Fall into Education

Prospecting

Make Friends with **F.R.A.N.K.** And Watch Your Prospects Grow!

Steps to Successful PROSPECTING

By practicing and persevering at cold-calling, both your skills and confidence will improve. Furthermore, making yourself accountable will help you turn your excuses into successful sales!

| S | M | T | W | T | F | S |
|------------|---|--|--|--|---|------------|
| Open House | | Set aside a dedicated time to prospect each day. | Prospecting calls on Monday AM and Friday PM will have the worst results. | Make it your goal to earn the right and privilege to talk to the person again. | | Show Homes |
| | | Prospecting on "semi-holidays" and inclement weather days will get a higher response | Believe in yourself and your professionalism. | Phone calls before 8:30 am are most likely to be answered by your prospect. | | |
| | | Believe in what you are selling and the benefits from your services. | Anytime is a good time to make a call; don't wait for the "perfect" time. | Leave short voicemail messages. Be confident and competent. | | |
| | | Respect the gatekeeper by treating them in the same way you'd treat the prospect. | Assume your voice message will never be returned and call your prospect again. | Know your reason for calling before the call: Client benefits. | | |

Friends



F

Relatives



R

Acquaintances



A

Neighbors



N

Kid's Activities



K



"All of our titles are best sellers"