**Fall into Education**

**Prospecting**

**Make Friends with F.R.A.N.K.**

And Watch Your Prospects Grow!

Steps to Successful PROSPECTING

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<td><strong>Open House</strong></td>
<td>Set aside a dedicated time to prospect each day.</td>
<td>Prospecting calls on Monday AM and Friday PM will have the worst results.</td>
<td>Make it your goal to earn the right and privilege to talk to the person again.</td>
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<td><strong>Show Homes</strong></td>
<td>Prospecting on &quot;semi-holidays&quot; and inclement weather days will get a higher response</td>
<td>Believe in yourself and your professionalism.</td>
<td>Phone calls before 6:30 am are most likely to be answered by your prospect.</td>
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<td>Believe in what you are selling and the benefits from your services.</td>
<td>Anytime is a good time to make a call; don’t wait for the &quot;perfect&quot; time.</td>
<td>Leave short voicemail messages. Be confident and competent.</td>
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<td>Respect the gatekeeper by treating them in the same way you'd treat the prospect.</td>
<td>Assume your voice message will never be returned and call your prospect again.</td>
<td>Know your reason for calling before the call.</td>
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"All of our titles are best sellers"