



PoncePonce Playbook

Focusing **80%** of your energy on the following activities will give you the results that you are looking for in the next 90-180 days.

Sales Training:

Sales Training plays a major role in creating the necessary skills to help you achieve your goals. I recommend it for 60 minutes a day 5 X's a week. Include writing out your Scripts once a day, Speed Read them, Chant them out loud, and Roleplaying with a partner. Here are some of the scripts you should be using

- a. New Conversations (Lead Generation)
- b. Following Up
- c. Pre Qualifying the Appointment
- d. Handling Problems and Providing Solutions (Handling Objections)
- e. Presentation Skills
- f. Asking for the Signature (Closing)

You can find all these resources at mikeferry.com FREE

Lead Generation:

Right after your done training while your energy and motivation are at peak

move right into creating New Conversations or also known as Lead Generation. If you're a new real estate agent you should be doing this all day until you create a business to move on to the next step. As an experienced agent, if you do not want to have major drops in business through the year, 2-3 hours of creating New Conversations 5 days a week should be the goal. Generating new business from 5 different sources is highly recommended. Here are some methods:

Calling, Door Knocking, Mailings, and Online Leads:

- a. For Sale by Owner
- b. Expired Listings (Check with your broker on rules)
- c. Absentee Owners (People who own rental property)
- d. Past Clients (Gold Mine)
- e. Referrals (Gold Mine)
- e. Sphere of Influence (Friends and Family, Gold Mine)
- f. Zillow (Need \$\$\$ to Invest)
- g. Open Houses

Pre Qualifying:

Pre Qualifying a customer before your meeting can help you understand the customer's needs and help you provide more valuable information catered to their needs. The last thing you want is going to into an appointment unprepared not knowing how you can help the customer. If you prequalify every appointment it will give you some time to prepare for your appointment.

Preparation/Presentation Skills:

Preparing for Presentations and Showings is key to wow the customer. Here are some keys things to have in your presentation when dealing with buyer and seller.

- a. Recent testimonials from a 3rd party website like Zillow.

- b. One page Flow Chart about the process. Keep it Simple.
- c. Your Resume
- d. Copy of your License from the Department of Real Estate
- e. Local vendors you recommend. (Contractors, Insurance, Escrow, Title, Lender, Home Inspectors, etc..)
- f. Your team and their functions.
- g. 5 Benefits to Buy or Sell.

Be Ready When it's Showtime:

Presentation Skills will determine if you get the customer on your side. So here are several quick tips to consider when it's SHOWTIME!

- a. Have a Simple Presentation
- b. Have the Answers to their problems prior to the showing up.
- c. Show up 15 minutes early
- d. High Energy and Enthusiasm.
- e. Have a Process to your Presentation
- f. Ask Open-Ended Questions and Listen to their responses
- g. Find the Problem and Provide several Solutions
- h. Ask them to hire you for the job.

The toughest thing for real estate agents is to focus their energy on what matters. It's hard to do the same thing every day. Create a schedule around these activities and do your best to stay on track.