



Coaches Corner™ - Tips, Tools, News and Articles for Real Estate Professionals

In This Issue...

- [Words from the President](#)
- [The Four Pillars of Prospecting](#)

Words from the President



Consistency is the difference between massive success and a struggle. It is critical to establish the habit of doing the daily disciplines. Being consistent in your effort of new business generation leads to big success.

Let me share with you an observation I have made. If our goal is to make 10 contacts a day for 5 days a week, we need to make sure to hit the goal each day. Being off a few days can cause tremendous damage to our income. Let me give you an example:

	Monday	Tuesday	Wednesday	Thursday	Friday
Goal	10	10	10	10	10
Actual	10	3	9	8	4

If you looked at this week, you would see it is a typical week for a lot of agents. There are a couple of really good days of prospecting, one solid day, and two poor days.

The goal was 50 contacts for the week. Actual was 35.

The actual is like losing 1.5 days of prospecting. If you worked a 50-week year, that's 75 days that had no prospecting; that is almost one quarter of the year. You generally have about 3 months of zero prospecting. We cannot afford to take a hiatus from new business generation for 75 workdays.

Question: Can you afford to be short of your goal in deals and income by one whole quarter?

Can you afford to take one quarter off of prospecting?

- [Training Spotlight] -

"Leads Are Your Lifeblood"



Tele-Seminar
- **May 18th**

Run Time: 90 min, including LIVE

Q&A with Dirk Zeller Seating is limited to only 250. Reserve your place NOW while we still have room.

Want to spark new life into your Real Estate Business? - Lead Systems For All 22 Lead Types!

"100% Customer Satisfaction, No-Hassle, Or It's FREE - 365 Day Guarantee"

[Reserve Your Seat Now!](#)

Coming Up

Tele-Seminars

♦ Leads Are Your Lifeblood - May 18th

Last Chance to Register

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This is pretty staggering stuff. It's about creating a routine and doing it daily. Make the contact effort daily.

To your Success,



Dirk Zeller
CEO
Real Estate Champions

P.S. Check below on how you can get your **FREE** copy of our **Bonus Tools Kit**, 7 Audio Training Lessons on how to use them, and 5 Audio Coaching Calls. I promise that you won't regret investing the time.

[Top](#)

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"Leads Are Your Lifblood"



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[Top](#)

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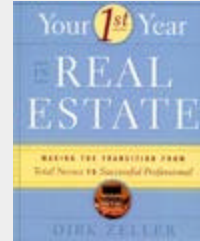
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[Top](#)

The Four Pillars of Prospecting


For long-term prospecting success, apply the four disciplines that are common to Agents who consistently achieve their revenue and quality of life goals.

#1 – Set a daily time and place for prospecting

You can't work your prospecting around your day; you have to work your day around your prospecting. You have to establish the habit and engage in the discipline of prospecting on a daily basis and from a controlled environment where your prospecting tools are available and readily accessible. To paraphrase from the sixties hit Batman, prospecting success is all about "same bat time, same bat channel."

In my private office, I set up a prospecting station that included a stand-up area, a computer, and telephone with a headset. Tacked on one wall were scripts for use when contacting expired listing and FSBO prospects, past clients, those in my sphere of influence, and prospects I reached via cold calls. On another wall I posted all of my objection-handling scripts, including a few options for each objection. This kept me prepared for any dialog or direction the conversation took and allowed me to avoid fumbles.

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Knowing that body language comprises 55% of the power of communication, even when communicating by phone, I kept my intensity and focus high by standing up. The headset – which I consider an absolutely essential prospecting tool – enabled me to keep my hands free, so I could gesture or accentuate points as if I was speaking directly to my prospect in person.

When making an investment in a head set don't get the cheapest one you can find. Spend a few hundred dollars to get one of high quality. Otherwise, you'll end up with such poor sound quality that your prospect won't be able to hear you clearly – hardly a formula for prospecting success.

#2 – Fight off distractions

The truth is most Agents welcome distractions that take them away from prospecting obligations. An inbound phone call, a problem transaction, a home inspection question, an incoming e-mail, an Agent who wants to talk, a broken nail, anything will do. It's called creative avoidance, and Agents generally excel at the art.

Whether you're just starting out or you're a top Agent in your market, distractions never just go away. In fact, the best Agents have even more potential for distraction because of the volume of business, the number of staff people, the number of clients, and the scope of responsibilities they juggle. The difference between prospecting avoidance and prospecting success comes down to the question, what do you do when the distractions hit? Do you postpone prospecting while you put out a fire? Do you decide to make just a few calls to settle the pending issue? Do you justify not starting your prospecting at the appointed time? If you said yes to any of those questions, you are practicing creative avoidance.

To fight off distractions, you have to bar their access:

- Turn off your e-mail, so the "you've got mail" icon doesn't tempt you.
- Ask the receptionist to take messages for inbound calls during your prospecting session.
- Turn off your cell phone and pager.
- Put a sign on the door that basically says, "Don't bother me; I'm prospecting."
- Tell anyone who asks for a meeting during your prospecting period that you already have an appointment, because you do – working to find a potential prospect.



Newsletter PDF Archive

- ♦ [May 2nd](#)
- ♦ [April 26th](#)
- ♦ [April 19th](#)
- ♦ [April 12th](#)
- ♦ [April 5th](#)
- ♦ [March 29th](#)
- ♦ [March 22nd](#)

#3 – Follow the plan

Success boils down to taking the right steps in the proper order. To get your prospecting steps and order correct, you must have and follow a prospecting plan. You must know who you are going to call and for what reason. The best approach is to set up each day's prospecting plan a day in advance.

If you wait to put your prospecting plan together at the beginning of your prospecting session, chances are too high that you will talk yourself out of more calls than you make. Your mental process will get in the way of action, causing you to think things like "This person will think I'm calling back too soon..." or "This person won't buy or sell right now..."

If you establish a plan in advance, you'll be ready for action, rather than for double guessing. Follow these steps:

1. Do your research, establish your plan, and set up for the next day's prospecting a day in advance. Before you leave your office for the day, determine the prospecting calls you are going to make on the next day. Assemble everything you will need for the calls and put the information on your desk, so it is ready for your attention as soon as you walk in the door.
2. In the morning, quickly review your calls and your daily goals. A word of caution: Don't take too long! You could be setting yourself up for creative avoidance.
3. Spend 20 minutes before you make the call practicing scripts, dialogues, and objection-handling techniques. Establish a pre-call routine and create a pattern or plan that you repeat over and over again before each prospecting session or call.

As an analogy, think of how professionals warm up before performances. Whether you're watching musicians, actors, or athletes, you expect them to be fully prepared and ready to go when their concerts, plays, or games begin. Follow the same rule. Warm up in advance, so that by the time you pick up the phone, practice is over, and you're ready for the real thing.

4. Review a few affirmations like:
 - "I am a great prospector."
 - "When I prospect, people love to talk with me and set appointments with me."
 - "I will generate leads and appointments before I am

- ♦ [March 15th](#)
- ♦ [March 8th](#)
- ♦ [March 1st](#)
- ♦ [February 22nd](#)
- ♦ [February 15th](#)
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USA

Thanks for reading!

through today."

You are now ready to pick up the phone with focus, intensity, and an expectation of success.

#4 – Be faithful to yourself and finish what you start

Stay faithful to your daily objectives by completing all of your prospecting contacts down to the very last one.

When you are running a race, you have to run the whole way. No one remembers who was ahead at the 80-meter mark of the men's 100-meter race at the Olympics. The winner has to complete the full circuit before he can claim his medal.

Don't drop out early; finish what you start.

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 [Top](#)

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