50 People I "F.O.R.D.ed" this week

Opportunities to use FORD: Face to Face Meetings, Phone Calls, Open Houses, Floor Calls, Social Events

1		26	
2		27	
3		28	
4		29	
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23		48	
24		49	
25		50	

F.O.R.D

System for Rapport Building, propsecting, and Negotioating

Family/**F**riends
Occupation
Recreation
Dreams (goals)

Ninja Selling U
Personal Coaching
Unleashing Ninjas Worldwide

5-Step Calling Process

1. Salutation
2. Look for Common Ground - F.O.R.D
3. Purpose of my call - one of the 12 reasons listed below
4. End on Common Ground - F.O.R.D
5. Keep calls to 3-5 Minutes Max

Have a Reason to Call that Adds Value to the Customer

1 Sellers - update
2 UnderContract Buyers - update
3 Active Buyers - update
4 Recent Closed customers - do you need anything?
5 Referral Sources - thank you and update on progress
6 Anniversairies "Guess what we were doing 7 yrs ago'
7. Birthdays
8. 8 in 8 system
9. Thank you, Congrats, Thinking of you, etc
10. Annual market update
11. Have's and Wants"
12. Ticket and Give aways

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