

Agenda for February 21, 2012 Coaching Call

BACK TO THE BASICS

- I) Your Questions/Real World Situations & Challenges.
(OR – John to share one of these from his own past).

- II) Completion of February 7 Coaching Call Material – Handling Mid to Long-Term Leads. (quick review)
 - A) John Naisbitt – ***Megatrends***
 - 1. High Tech and High Touch.
 - 2. The handwritten “Thank you note” – a lost art form!
 - 3. The consciousness of Service and Gratitude.
 - 4. No image or vanity pieces in the follow-up process - A few examples of service oriented pieces are attached.
 - 5. Sending properties that match the Buyer’s criteria via MLS/Web.
 - B) A word about your Lead Pipeline (aka Lead Lifeline!).
 - 1. The rule of half-time.
 - C) Role Play of a Follow-up Call.
 - 1) Watch for these sales techniques/strategies in this role play:
 - a) The Push Away.
 - b) The Fast-Forward.
 - 2) Discussion on why these techniques work.

- III) Back to a discussion of our ***Achilles Heel - Self Limiting Beliefs***
 - A) We’ll be addressing this area each month on our ***Back To The Basics*** Monthly Coaching Call – probably will devote an entire call to the subject.
 - B) The first step in conquering these – Awareness.
 - 1. Why bringing your Real World Situations to the table each month is so important.
 - C) John’s 5:00 AM epiphany of our **NUMBER 1 SELF-LIMITING BELIEF!**
 - 1. **You’ll have to be on the call to hear about it!**



IV) Living Consciously versus being on auto-pilot is the first step to *awareness*.

A) Where to begin.

1. It starts with examining our mistakes and missteps.

V) Q & A

