

NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

It's Halftime – Now What?

A Webinar with Larry Kendall and John Brewer

I. Importance of Debriefing

II. The Four Areas:

- 1) The _____
- 2) The _____
- 3) The _____
- 4) The _____

Grading Scale

1 -5

1 = Unsatisfactory

5 = Excellent

III. THE WHY

A. Your _____

- Why is your vision important?

- Create your Vision with your Life list – Your Dreams
 - 1) To do
 - 2) To have
 - 3) To be/become
 - 4) To give

THE WHY Continued

B. Your _____

- How are your buckets?
 - 1) Warm List
 - These People Probably Want to Buy/Sell Real Estate
 - 2) Hot List
 - 3) Under Contract
 - 4) Closed
- Use the Ninja Business Tracker
- Your Goal Circle

SCORE Yourself: **THE WHY** - Your Score _____(1-5)

IV. THE WHO

Real estate is a contact sport and the WHO is about the people with whom you connect.

A. Those you _____

- Your Database (central nervous system)
- Acres of Diamonds by Russell H. Conwell
- To grow your business you need to grow your database
- Do you have more information about them other than name and contact information?
- Fun Fact Sheet

THE WHO Continued

B. Those you _____

C. Bonus – your _____

- Best source of new business is found in your current business
- Your next transaction is imbedded in your current transaction
- Webinar: “Building a Referral Based Business”

SCORE Yourself: **THE WHO** - Your Score _____(1-5)

V. THE WHAT

A. All about _____

B. FLOW Activities

- _____ vs Contacting
- Face-to-face, phone, lunch, coffee, annual review, personal notes, mailing items of value, client events, give-a-ways, etc
- Do you add value?
 - 1) P _____
 - 2) P _____

The WHAT Continued

- Law of Precession
 - All about movement
 - Opportunity is found between _____
- Are your activities creating the income you want?

SCORE Yourself: **THE WHAT** - Your Score _____(1-5)

VI. THE WHEN

A. This is about _____

B. Create your “Perfect Week” Schedule

- Block Schedule (get all the big rocks in first) – your flow activities
- Schedule your morning routine (Gratitudes, Mastery, Affirmations, Notes) NINJA NINE
- Schedule your weekly/daily meeting with yourself
- Schedule your scripts practice
- Follow your plan

SCORE Yourself: **THE WHEN** - Your Score _____(1-5)

Final Analysis

Area	WHY	WHO	WHAT	WHEN
Score				

These People Probably Want to Buy/Sell Real Estate

Take out your list of people you know. Go through the names one at a time. Bring the person/family into your consciousness. Think about them and ask yourself these questions regarding their situation. If they fit that particular question, write the number of that question next to their name. After going through your entire list, you should have a clear picture of the potential real estate needs of your customers – and the start of a business plan for yourself. Start contacting your customers using the F.O.R.D. system of questions. When they respond to your F.O.R.D. questions, listen carefully for changes going on in their lives that may affect their need/desire to buy/sell real estate.

How many of the people you know:

1. Have had an increase in family size in the past year?
2. Have children age 10 and under? (Give your kids a chance brochure.)
3. Have teenage children?
4. Have children who have left home recently?
5. Are living “below their means”?
6. Have lived in their same house 7 years or more?
7. Have had their company expand in the past year?
8. Have had their company downsize in the past year?
9. Have received a substantial inheritance?
10. Own a building lot?
11. Are getting married?
12. Are getting divorced?
13. Are getting divorced and married?
14. Have a dream for “Wake-up Money” investment property?
15. Have a dream to live “anywhere”?
16. Have a commute of over _____ hours per day

Goal Circle

CLOSINGS

1. _____
2. _____
3. _____
4. _____
5. _____
● 6. _____
7. _____
8. _____
9. _____
10. _____

FUN FACTS

Name(s)

Birthday

Children

Birthday w/year

Email address _____

Contact numbers (H) _____ (W) _____ (C) _____

(H) _____ (W) _____ (C) _____

Place of Employment _____

Wedding Anniversary _____

Favorite Local Restaurant _____

Favorite Sports Team _____

Favorite Hobbies _____

Favorite Candy bar _____

Favorite Magazine _____

Favorite Charity _____

Anniversary date for house closing _____

Other info _____

Ninja Perfect Week - Asheville

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00am	Exercise	Exercise	Exercise	Exercise	Exercise		
8:00am	Get ready to start the day	Get ready to start the day	Get ready to start the day	Get ready to start the day	Get ready to start the day		
	Write Affirmations	Write Affirmations	Write Affirmations	Write Affirmations	Write Affirmations		
	Match BH Morning News with hot list & warm list. Contact prospects with matches.	Sales Meeting & Tour	Match BH Morning News with hot list & warm list. Contact prospects with matches.	Match BH Morning News with hot list & warm list. Contact prospects with matches.	Match BH Morning News with hot list & warm list. Contact prospects with matches.		
9:00am to 10:30am	Write 3 personal Notes Gather data for 2 Real Estate Reviews. Call and set appointments to present each. Call all clients under contract. Make 13 FORD calls /visits Listen for change Look for ways to add value	Write 3 personal Notes Plan Open House for next week. Gather neighborhood data, order postcards, flyers, etc. Call seller to insure home is parade ready Make 13 FORD calls /visits Listen for change Look for ways to add value	Write 2 personal Notes Send Client Connect item for this week Call and schedule 2 lunches for next week Make 12 FORD calls /visits Listen for change Look for ways to add value	Write 2 personal Notes Send Client Connect item for this week Call and schedule 2 lunches for next week Make 12 FORD calls /visits Listen for change Look for ways to add value	Write 2 personal notes Contact each seller. Provide showing feedback, Hit Tracker info, update on neighborhood listings. Make 12 FORD calls /visits Listen for change Look for ways to add value		
10:30am							
11:00am							
12:00pm			Lunch with Ambassador*	Lunch with Ambassador*			
1:00pm	Skills Group*						Sunday
2:00pm		Real Estate Review*					Open
3:00pm					Afternoon Off		House
4:00pm					Afternoon Off		
5:00pm	Real Estate Review*				Afternoon Off		
6:00pm							
7:00pm							
8:00pm							
29 Hours Left							

Key	
	Personal Time
	Time left to Show property/Listing appts and take care of transactions - 29 hours
	Ninja Business Building Activities
*	Times TBD each week
	Personal Care



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