



Description

Real estate agents achieve sustainable growth when they make prospecting a consistent habit. This workshop explores prospecting strategies, best practices for execution, and tips for following up and following through. In addition, time for brainstorming allows for collaborative exploration of creative prospecting solutions.

Deliverables

Agents will come away with prospecting strategies (four from the video and those identified by the group) to put into immediate application. In addition, they will gain practical tips for effective implementation.

Preparation

Live Workshop

- Have a computer, projector, and screen/monitor available for displaying the [video](#).
- Set up a whiteboard or flip chart and markers for recording brainstorming responses.
- *TIP: Arrange tables and chairs in a horseshoe shape so attendees can easily view the video and interact with one another during brainstorming sessions.*

Virtual Workshop

- Select a virtual meeting platform that allows for screen sharing, such as Zoom or Google Meet.
- When sharing the [video](#), also share computer audio.
- Assign a notetaker for the brainstorming sessions.
- Encourage attendees to turn on their cameras to maximize engagement and participation.
- *TIP: If your group is large, consider using the chat feature or breakout rooms for brainstorming.*

Instructions

- Play the [video](#).
- Pause the video for brainstorming when instructed.
 - 6:35 – What do you like to have on hand at an Open House?
 - 12:50 – What other sources or strategies could generate new business for you?
- Facilitate brainstorming
 - Ask each agent for one suggestion at a time. Allowing only one idea per turn prevents monopolization of the conversation.
 - Record suggestions on the whiteboard/flip chart.
 - Go around the room until there are no more items to be added.
 - *TIP: Suggest agents take a picture (or screenshot if virtual) of the complete list.*
- Continue the video after brainstorming.

Next Steps

- At the next sales meeting, ask attendees to share their experiences and results. Public sharing promotes attendance at future workshops and fosters a collaborative environment.
- Follow up individually with agents you are mentoring to facilitate the application of new ideas and share successes.