



Description

Real estate can be a profitable line of work, but only if you keep enough leads in your sales pipeline. You want to convert your captured leads into loyal clients who offer repeat business and referrals. Real estate prospecting takes a great deal of creative effort and discipline. This workshop provides agents with nine tips to help their prospecting become more productive and enjoyable!

Deliverables

Agents will come away with nine ideas to help them establish new clients and stay top of mind with past clients.

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.
- Provide copies (printed or digital) of The Close's [17 Prospecting Letter Templates](#).
- 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.
- Email attendees a link to The Close's [17 Prospecting Letter Templates](#).
- 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

1. Play the [video](#).
2. Play the [sample market update](#) by Studio Four8
3. Facilitate brainstorming after viewing the videos. The last slide asks agents to share their favorite prospecting tip.
 - Ask each agent for one suggestion at a time. Allowing only one idea per turn prevents monopolization.
 - Record suggestions on the whiteboard/flip chart.
 - Go around the room until there are no more items to add.
 - TIP: *Suggest agents take a picture (or screenshot if virtual) of the complete list. Otherwise, ask support staff to create a document to send to the agents after the workshop.*

Next Steps: Go Above & Beyond

- 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.
- Track the efficacy of your company's learning opportunities. During the next 6-12 months, compare your listing count to the same time the previous year. You are checking to see if an increase is attributable to new skills gained from learning. It typically takes 120 days between skills taught and production increase.