



Sales Mastery Series WITH **TOM HOPKINS**

Prospecting and Referrals

www.salestrainingseries.com

Reader's Clarification

As I am sure you will agree, the spoken word varies from the written word in that it is less structured. We have not made the types of grammatical changes you may normally expect because we feel that the word-for-word translation would be the most effective way to hone the techniques and will be less confusing than reading different words than you hear Tom say on the video.

Set a goal of meeting a minimum of 10 new people a day.

Part I. Concepts Of Canvassing

1. Carry your sold folder.
2. Walk enthusiastically.
3. Don't ring the door bell (knock instead).
4. Back up away from the door.
5. Look up the street.
6. (Men) Whistle.
7. Do not turn until they acknowledge you.

Part II. Warm Canvassing Door

There is no specific reason to be there.

Phraseology:

Good morning, Ma'am. My name is Tom Hopkins, with Tom Hopkins and Associates. There's been a tremendous amount of activity in this area and I was wondering if you folks have thought of making a move in the near future?

Homeowner: No, we haven't. Salesperson: Do you know if any of your relatives or friends in the area might be thinking of moving?

Homeowner: No, I'm sorry, I don't.

Salesperson: When I find a home today, would you know of anyone possibly from out of state, that might be interested in living in the area?

Homeowner: No.

Salesperson: Well, thanks so much for your time. By the way, may I ask your name?

Homeowner: Louise Adams.

Salesperson: Mrs. Adams, I thank you for your time. By the way, when do you folks think you might be moving?

Homeowner: Not at least for a year.

Salesperson: I see. Can I come back and visit you in about a year?

Homeowner: That would be fine.

Salesperson: Good. It was nice to meet you. I'll see you next year. Thank you.

Part III. Most Productive Door In The World

Canvassing around one of your listings that sells. Visit 5 neighbors on each side and 10 across the street.

Phraseology:

Good morning Ma'am, my name is Tom Hopkins with Tom Hopkins and Associates. We were fortunate to sell the home across the street to a very nice couple. I wanted to come by and let you know that we've generated quite a bit of activity for the area. I was wondering if you folks have thought of making a move in the near future?

Homeowner: No, we really haven't.

Salesperson: Well, we have buyers that like this area and I was wondering if you know of anyone who might have mentioned being interested in moving?

Homeowner: Not off hand I don't.

Salesperson: I see. Well, when I find a good property today, would you know of any friends or relatives who might be interested in living here?

Homeowner: I'll have to think about it.

Salesperson: I hope you will, and I've so enjoyed meeting you. By the way, what is your name?

Homeowner: I'm Sandy Lawrence.

Salesperson: Mrs. Lawrence, it's nice to meet you. I'm Tom Hopkins with Tom Hopkins and Associates. When do you think you folks will be moving?

Homeowner: We have no thought of moving in the near future.

Salesperson: I see. You're real happy here?

Homeowner: We're very happy here.

Salesperson: The area is improving so nicely. But we are not in the business of just putting up signs. Those people tried to sell the home themselves for almost two months.

Homeowner: I see you've sold very quickly.

Salesperson: It took us six weeks and oh, they are thrilled! Well, you have some nice neighbors moving in. It was so nice to meet you. I hope I see you again. By the way, let me give you one of my cards. If you hear of anyone who needs professional real estate service, I hope you'll give me a call.

Homeowner: I will, Tom.

Salesperson: Nice to meet you. Thank you.

Part IV. Listing Farm

An area that you're going to penetrate.

Step #1: Select an area that you like.

Step #2: Invest in a three-ring binder.

If the average family moves every 3 to 5 years, and 100 families think that you are the greatest, if only 80% of them move, that will be 80 listings in 5 years. If you have 500 homes, that would be 400, and would be almost 100 listings a year from one area.

Step #3: Research the area and get the names of the homeowners.

Step #4: Put the Listing Bank Activity Report in the order that you walk down the street.

Step #5: Obtain a map of your area.

Step #6: Record the addresses of the homes in the order that you walk.

Step #7: Send a letter of introduction.

Step #8: Find out when the mail is delivered and show up that day.

LISTING BANK ACTIVITY REPORT

Name _____ Spouse's Name _____

Address _____

City, state, zip _____

Telephone number () _____

Children	Age	(Thank You) Notes
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1 _____ A _____ H _____

2 _____ 8 _____ 1 _____

9 _____ C _____ J _____

4 _____ D _____ K _____

5 _____ E _____ L _____

Dog _____ Cat _____ F _____ M _____

Hobbies	Sports	G	N
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Referrals

Name	Address	Circle one:
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Lister / Buyer

Lister / Buyer

Lisner / Bower

Cells

Part V. Letter of Introduction

When you're starting to work a new listing bank, send this message to the residents there. If possible, address them by name. And use the tip given for the next mailing piece to make sure that your letter gets read promptly.

Dear Homeowner:

May I take this means of introducing myself to you? My name is _____, and I'm with (name of your company). I'll be representing homeowners in your neighborhood, and will stop by in the next few days to meet you personally.

Sincerely yours,

Part VI. Phraseology for the Listing Farm:

Salesperson: Good morning, sir. My name is Tom Hopkins with Tom Hopkins and Associates. Did you receive my letter of introduction I mailed to you?

Homeowner: Yes, I just opened it.

Salesperson: Great! Well, the reason I stopped by was to personally make your acquaintance as I plan to be serving homeowners in this neighborhood and am preparing a little market survey. This will help me establish market projections for the upcoming year and advise homeowners as to their equity positions. I've got six little questions here, I was hoping you wouldn't be offended if I just asked.

Homeowner: Go right ahead.

Salesperson: Great! Do you feel the area is improving?

Homeowner: Most definitely.

Salesperson: They seem to be going up, don't they. How long have you folks lived here?

Homeowner: About 3-1/2 years.

Salesperson: Ah, great. Do you think the shopping facilities are adequate for the area?

Homeowner: Most definitely.

Salesperson: By the way, where do you folks do most of your grocery shopping?

Homeowner: Daisy Market.

Salesperson: How about the schools. Do you think the schools, the educational system in the area is doing a good job for your children?

Homeowner: We're very happy with it.

Salesperson: Great! Not to be personal, but I'd love to know, where are you employed?

Homeowner: Right down the street at ABC Electric.

Salesperson: Great. How long have you been there?

Homeowner: About two years.

Salesperson: They're hiring now, aren't they?

Homeowner: They sure are.

Salesperson: Isn't it great to see things getting so solid when our companies are hiring people? It's wonderful! O.K., have you folks thought of making a move in the near future?

Homeowner: No, we haven't.

Salesperson: O.K. I'm going to keep in touch with you. I'd like to kind of become the advisor of people in this area with their real estate needs. I just want to thank you again. By the way, you are Mr. Simpson, is that right?

Homeowner: That's right.

Salesperson: May I ask your first name?

Homeowner: Gary.

Salesperson: Hi Gary, Tom Hopkins. It's so nice to meet you. I'll look forward to seeing you in the months ahead. Thank you, bye-bye.

- a. Thank you notes.
- b. Bring a small gift the second time through.
- c. Specialized program the third time through.
- d. Just say hello the fourth time through.