

What to talk about on your Monday calls for Agents

Value adds for your VIPs

1. Inviting them to the upcoming event; happy hour, client party, lunch and learn, etc.
2. Letting them know you are on track for your best year ever, and to hit it, you need their help. "can you commit to helping me find one more person who needs to buy/sell in the next 3 months".
3. Let them know about the percentage increase in home prices over the past "x" months and if they know anyone that needs to determine the new value of their home, let you know.
4. Any and all events coming up in next 30-60 days
5. Always share at least one evidence of success.
6. Share about new staff and team members
7. Always remember to make it 80 percent about them and 20 about how you can provide service and value to them.
8. F.O.R.D. Family, occupation, recreation, dreams...
9. Did you see the game?
10. How was your weekend?
11. What a game!
12. Are you going to the ...?
13. Don't forget our upcoming ...
14. Thanks for coming to our last...
15. I need your help, can you introduce me to ...
16. I need your help, do you know anyone who can...
17. I need your help, I am looking for a CPA, Financial Planner, attorney, other
18. I need your help, I know a person who needs to meet...
19. I need your help, who is your "go to..."
20. I heard about...what do you think?
21. I am curious...do you know anything about...?
22. I missed talking to you, do you have time for coffee, lunch, breakfast?
23. I saw on my calendar that _____ has a birthday or anniversary coming up, what is the plan?
24. I missed your birthday or anniversary...how was it?
25. Did you get the _____ that I sent you?
26. Have you ever read, listened to, watched _____?
27. Are you a fan of _____?
28. I found the best success with marketing manager plugging in the call times first thing in the morning 10-11am. Starting with 12 from A - Z. for the entire year.
29. She has all of their Bdays, anniversary's, Kids bday, etc in my calendar for the entire year for me to call.
30. She plugs into my calendar when who will get a cheesy and random gift as well.
31. I always start the call with "do you have a few minutes to catch up" to be sure they are not rushed and can chat and spend a few minutes.

32. Be sure to have your lists in front of you so you know what is new with them if you talked to them recently, and you know what information you need to gather (birthdays, anniversaries) etc.
33. Always ask what you can do for THEM. How can I help you today or is there anything I can do for you?
34. Have something you can invite them to (Happy Hour, an event, a charity function, your house) and try to set a face to face, even a lunch, while on that call so it is set up and happens.
35. If you are not connected on Facebook, ask them to like your page (you cannot invite friends to like your business page in an official way)
36. If they do not come to events or Happy Hours, ask them for ideas of fun things you could do to connect with more people or give back to the community. This may get them more involved.
37. We have added in a featured business of the month to our mailers and soon to be videos..
 - a. On the Monday call I ask if they would like to be featured and what that would look like.
 - b. Mailer sent to 1300 people
 - c. Video with them and what they do on our Facebook and Website for 1 month
38. See if they are looking to meet someone that we may be able to connect them to or a referral for something un industry related.