



# Elite Club

Featured Member:

## Debbie Amend-Campbell

1. How long have you worked in title sales? What company do you work for?  
30 years total and celebrating working at Fidelity National Title, Las Vegas for 20 years in Sept. 2018.
2. How do you stay on top of your goals every month, business and personal? How many months this year have you reached your goals?  
I stay on top of my goals every month by writing them down and time blocking in my Panda Planner for both business and personal. I reached my goals this year, 2018 in January and will again in March.
3. What is the #1 thing that gets you an appointment with a target?  
Persistence and consistence with Lisa's Target Tracker
4. How do you go after a TOP producer?  
In addition to the normal, a few ideas are... I show up at events where I know they will be and connect with them on a casual basis. I recently met with a Top Producer without an appointment for about 15 minutes after she was featured on a discussion panel. I asked her questions about her business and team which she said she appreciated me asking! I have known her for many years and she is super loyal to another title company that her company promotes and wants their agents to use. She promised she would not counter us out of the deal and I have recently received 2 escrows from her! Another great idea is to show up at one of their high priced open houses you know they will be at. I also had certificates made up for the Top Producers from our MTA reports. I then called to congratulate, said I would love to personally deliver to them and asked when a good time would be for me to meet with them! I got the appointment every time!
5. What weakness did you overcome while you were in coaching? How is it different as of today?  
I wasn't organized and because of that would feel overwhelmed with all I needed to do so therefore accomplished very little. Now I time block and plan my week. I also had a fear of calling because I was sure I would interrupt them, and they wouldn't want to talk with me. Sly dial has helped me tremendously with that! I even call my targets directly now without Sly dial.

6. How do you stay motivated if business slows down? What do you do to pick it back up?  
I become more visible in my assigned offices. I love cold calling, face to face has always worked best for me in offices where I can walk through freely. I never interrupt those agents who are busy however, I will see some Top Producers in the hallways, work areas or lunchrooms that will visit for 5 minutes. Sometimes it is just timing that gives me the opportunity to get their business. I recently acquired the business of a Top Producer who I have asked over the years for her business. One day she surprised me by asking what escrow officers were at one of my offices. I shared their names and from that day on she has been directing one to two deals a week! She had become unhappy with her current escrow officer she had used for many years! I got lucky that day however, I created my luck by being at the right place at the right time.
7. What do you do to keep a strong relationship with your team?  
Good communication, being visible in their offices and by showing them my appreciation.
8. What are some take-aways or systems that you implement from coaching that work well?  
Definitely, Projectbook and getting my data base shaved down to around 300, A, B, C, D and target clients. Staying on top of these and updating monthly!
9. What script works the best for you? Do you have a go to script or line you use?  
If I have never met with an agent before, I ask if they have ever used Fidelity Title in the past. I will ask what escrow officer they have worked with and about their experience.
10. What advice do you have for someone who really wants to grow their business? What should they do every day?  
Time block and "Eat the Frog", great little book and advise by Brian Tracy
11. What's the highest closing month you have ever had in your career? Why do you think that was? What did you do different other than any market increase?  
To be perfectly honest, I am embarrassed to say, I have never been a numbers gal so I haven't kept record. Being in my current POD, I am now watching it and will be able to report for 2018 next year.
12. Anything else you want to share with the Elite Club members that could help them in their business?  
Please share.  
I highly recommend joining a great POD recommended by Coach Lisa. One that will challenge and hold you accountable.  
I feel, when one has a passion for what they do, the desire to always learn and grow, the money will come and the happier they will be.