

#24 Elite Club Committee Article

Elite Club #37 September 2018



Hi this is, Tiffany Kietzke with Chicago Title of San Joaquin Valley in California, aka wine country! We are gearing up for Vegas and getting excited. Be prepared to bring you're A+ game and have some fun!

Going through the Elite Degree program has transformed my career. When Lisa tells you to get out of your comfort zone, boy is she right! Therefore, here are some of golden nuggets and best practices that after years of selling have given me the best bang for my buck.

Ask your escrow staff WHY???

When problems occur on files, consult escrow about what happened. Really take the time to find the underlying cause of real estate law and why this happened to understand the scenario. The more you know the better you are to answer these questions in the field and the more knowledgeable you will sound to your clients.

Monthly Meeting Agenda for Presentations

At the end of every month, I email my Broker/Owners, Managers and Office decision makers with a monthly agenda that I will cover for the upcoming month. I make sure to keep the presentation short, within 15-20 minutes. You are more likely to be booked alongside the broker meetings if you can keep the presentation to shorter timeframe, but they always let you stay longer once engaged. Cover 5 minutes of a current event topic, Wire Fraud or Palm ONE updates. 2 minutes of creative new ways to Farm. 3 minutes of 2 ITS Connect Products. 5 minutes of social selling ideas. Most agents will ask you for one-on-ones to get more info after the presentation. Refer the ITS products to every agent who is at the presentation. Change up

the monthly agenda to keep it fresh! This will keep you in rotation to do every other month, at least at each office!

Scripts and Taglines

I've created a secret file for every email or ITS connect product I talk about. It's called "scripts and taglines". I have scoured ITS Connect Solution products and written my own paragraph explaining each program along with a link to the flyer or video. This way you do not have to type the same thing a million times. I begin the email with a personal sentence or two and copy and paste the rest.

Newbie Agents

Limit your time with these agents. Create an email list of all the new agents and drip campaign them with new tips and tricks every few weeks. Friend them on social media and let them see that you are the rep that they want to be working with. Host a lunch and learn for newbie agents every other month, to cover the basics. When you see a newer agent breakout and start closing transactions then add them to your database!

Seasoned Agents

Sometimes seasoned agents are very hard to get an appointment with or even get around. Think of creative ways to put yourself in front of them. Follow them on social media and attend events that they go to. Walk up to the target at a social event and tell them we must meet to go over some products or ideas that you have! Hustlers appreciate tenacity and drive! Find common friends or interests from their social media and work your way in.

Be Real and Make it Personal

At the end of every month, I send a thank you email to the clients I've closed with. I end the email with a motivational quote (meme) and a recent picture of myself with my children. This, almost always gets a response, and even if it doesn't. It shows the clients that you are a real person and this is what you work so hard for. It adds a wonderful personal touch.

In closing, don't be afraid to put yourself out there. Take risks and have fun! You have an entire tribe of sales professionals here to help in the Elite Club! Feel free to reach out and call me with questions anytime, I'm here to help!

Thank you,

Tiffany K

Chicago Title Company of Lodi

209-401-4161