



Featured Member:

Susanne Lucas

Fidelity National Title

Flathead County, MT

Elite Degree Coaching Graduate

Elite VIP Coaching

1. How long have you worked in title sales? *23 years: In 1996 I was hired by our FNF COO Roger Jewkes - he was the County manager of Contra Costa County, California. What company do your work for? Fidelity National Title in Flathead County, Montana.*
2. How do you stay on top of your goals every month, business and personal? *I use a To Do list and a day-timer book. Each month I write out 5 personal goals and 10 business goals. I choose the top two from each category. These are not an option - these goals will be met. I write out what I need to do to in detail. Every day I take my yellow highlighter and swipe them off. The rest of the list goals are designed to set me up for future prosperity –in business, personally, financially, spiritually, move it onto another day that fits. I look at it every morning and night to see where I’m at and what I still need to do. It fits in my bag with my iPad between the pages so I can check my calendars, time-block or sign a client up with Connect - I can open up any of our tools and share with a client from my iPad anywhere. How many months this year have you reached your goals? *Well we only have final numbers for two months – so just February and I doubled my orders from last year. SO that’s good!**
3. What is the #1 thing that gets you an appointment with a target? *Call and ask or face to face ask. I tell them that I choose the agents I want to work with- I focus on top producers and I have been watching your business. I am preparing out of the box ideas that I believe fit your personality. I work differently than most reps. I bring tools and systems that will bring 4-8 more transactions a year...USE THE COMBAT THE NO SCRIPT!*
4. How do you go after a TOP producer? *I profile their profiles in all social media and LinkedIn. I find something that I can help with and ask to show them. Explaining that I can enhance whatever effort I see they need help with. Quote stats - talk easy not over their head. I remind them that potential prospects profile them and I can help them get to Star level 🌟 or give, give, give, Ask👉. I also ask a raving fan agent in the same office to refer me. Or set my calendar every 14 days for 4 weeks. Keep asking for the appointment with a give idea like micro farming until I get an appointment.*

5. What weakness did you overcome while you were in coaching? Confidence! I am more diverse about our Fidelity tools and services. How is it different as of today? I never wonder what I'm going to do. I am prepared to talk about anything.
6. How do you stay motivated if business slows down? That's always easy for me because I start panicking and I get on the phone. I start setting appointments to teach classes, workshops, in office presentations, etc. What do you do to pick it back up? When I book office presentations that I teach, I always leave with appointments and agents wanting more information. I offer special attention to just that office, offering a follow up training class they can sign up for now. We all choose a date and there it is my second office presentation set before I leave. Teaching gives me the chance to call attendees and follow up to make one on one appointments.
7. What do you do to keep a strong relationship with your team? My biggest win with my escrow officers is to take them with me to the classes that I teach or invite them to one on one appointments so they can see my systems. At that time it's a great opening to ask if they know of any agents that they think could benefit from my sales approach. I also ask for advice on what I can do better for them and if they could choose one thing that could make a difference as a sales person for me to add, change or whatever. I try to implement that immediately, I make a point to let them see that their opinion matters.
8. What are some takeaways or systems that you implement from coaching that work well? I look forward to doing the Diamond Club every month! I love the closing letter... I don't send it on paper I create an email and send it to everyone that closed with me. I also love the 12 step system, I use it to share as a system they can use for their sphere of influence. I also created one for my escrow team with 12 targets on it so that they have something to do as well.
9. What advice do you have for a new sales executive getting into title? Don't try to know everything before you take the leap to make appointments. My favorite thought when I meet with anyone is "Find out what they need and get it for them". Decide on a tool that you think is cool, I learn it and start introducing it to your escrow team. Practice on yourself how you would present it. Have a plan every day - use the "to do list" system that Lisa talks about. Time block and Prospect like a NINJA!
10. What advice do you have for someone who really wants to grow their business? Set monthly goals – 2 focus business growth goals that are **not an option**, 5 task goals that go along with meeting the 2 focus goals and 3-5 personal goals using the same rule as the business goals. What should they do every day? Time block for everything – set a timer for tasks - use a "to do list". Set your calendar up with blocks for appointments, tasks, gap time, etc. Prospect like a %#@\$ing NINJA!!!! 30-60 minutes a day. Make calls every day until you get your appointment blocks filled.
11. What's the highest opening or closing month (or year) you have ever had in your career? August 2018 Why do you think that was? I always say whatever I do now or in the last 60 days will pay off in the next 30-60 days. Summer was very active. HOWEVER most importantly I know it was all my hard work I did all spring long. What did you do different other than any market increase? Stay consistent and make a BIG DEAL out of every order and every closing.
12. Anything else you want to share with the Elite Club members that could help them in their business? Do the Diamond Club!!! Please share. Listen to audible books or read every day. Train your brain to be focused and teachable. Find inspiration quotes and phrases to share. Create classes to teach and book office presentations. Get on Social Media and learn Social Sales tactics to stay in front of your clients when you can't get to them face to face. Follow up on everything – YOU GOT THIS!!!!