



Featured Member:

Ben Benjamin

Ticor Title

Newport Beach, CA

Elite VIP Sales Coaching Graduate

1. How long have you worked in title sales? What company do you work for?
I have worked as a Title Rep for close to eight years. Two years with another company and six with Ticor Title.
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?
Our operation does not have a Sales Manager, so honestly without Coach Lisa's Diamond Club Tracker and Projectbook I probably would not have survived. Unfortunately, Q1 this year was not good. However, even though my openings/closings were down, my prospecting activity was up. This has set me up for a great month of May, and I am encouraged that even though I cannot control the market I can control my paycheck.
3. What is the #1 thing that gets you an appointment with a target?
Everybody needs help with social media. Whether it's just logging in or running video ad funnels. I can usually tell by their profile or business page what level they are at. After scouting them out a bit, I offer helpful tips and suggestions via messenger or DM. I make sure my primary conversation is about title though of course! 😊
4. How do you go after a TOP producer? I start by studying them on social media to gain business intel or finding a referral to leverage. Referral from another agent, escrow officer, or colleague is usually the quickest route. Otherwise, tracking their social media activity generally provides clues to an "In". Obviously, the message must be tailored to these targets to stand a chance. Social channels are a great tool we didn't always have.
5. What weakness did you overcome while you were in coaching? How is it different as of today?
I spent most of my days reacting to clients and following a Milk Route. Today, I have my time blocked, To-Do list in hand, solid databank, and the right metrics to track my activity. Mindset is crucial. Coach Lisa gave me an Incredible Hulk doll for the times when I need to bust out of my shell and get into beast mode.
6. How do you stay motivated if business slows down? What do you do to pick it back up?
Best thing for me to do when business is down is to focus on what I can control. I can control how many prospecting calls I make each day, and how I spend my time. When I focus on prospecting everything seems to get better.

- 7. What do you do to keep a strong relationship with your team?**
Keep the conversation positive and joke around when I can. I try to not get offended easily if someone is having a bad day or is being difficult to work with. I firmly believe that my team can compete against any other title company and win. Generally, my business works best when I put the team first and push from behind instead of lead from the front.
- 8. What are some take aways or systems that you implement from coaching that work well?**
To do list, 12 Step Take Down, Projectbook, Intro Packet Log, are all the Bomb.
- 9. What advice do you have for a new sales executive getting into title?**
Work the phone until you have 2-3 appointments set for the next day! Get ahold of some great scripts and master them. When you get the meeting, just follow Lisa's meeting & follow up system.
- 10. What advice do you have for someone who really wants to grow their business? What should they do every day?**
Get mojo dialer, download all the cell phones from MTA, and spend at least an hour a day prospecting by phone with the goal of sharing a helpful tool and/or scheduling an appointment.
- 11. What's the highest opening or closing month (or year) you have ever had in your career? Why do you think that was? What did you do different, other than any market increase?**
Best year was in 2017, which had many peak months. I would like to think it was because of my prospecting but a lot of things also came together well that year. This was shortly after I finished the Elite Coaching program. Between my new skills from coaching, strategic positioning, and a block buster market, my revenue was up nicely.
- 12. Anything else you want to share with the Elite Club members that could help them in their business?**
Along the way I have run into naysayers about coaching. After all, most salespeople think they already know everything, that is likely why they are in sales. I even found myself critical at times of some of the coaching strategies and ideas. However, at some point though it's all about growing our business and being in control of our destiny. When I accepted that to grow my business, I needed to be coachable and willing to learn, things changed. Lisa Crown has a lot of great freaking ideas on how to build my business. Once I stopped listening to the BS in my environment and in my head and just leaned into professional growth, my career took a better path. Thanks Lisa!!