



*Featured Member:*

**Kelly Collins**

**Chicago Title**

**Bellevue, WA**

**Elite Degree Coaching Graduate  
Revenue Disruptor Sales Coaching**

1. How long have you worked in title sales? **September will mark my third anniversary as a title rep and in sales in general.** What company do you work for? **Chicago 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? **I have my annual, monthly and weekly goals written down and posted where I can see them. Within those goals I have written down the activities and action steps that I need take in order to help me achieve my goals. Although I haven't hit every goal each month this year, my numbers have continued to increase month over month. I'm confident that through my consistent efforts in doing the right activities and self-management I will exceed my goals this year!**
3. What is the #1 thing that gets you an appointment with a target? **Combating the NO!! It took me some time to get it down, but it sure does work!**
4. How do you go after a TOP producer? **I do my research and find strategic ways to add value or fill in the gaps of their already successful business. I am consistent with my touches and I use social media to stay top of mind and generate engagement.**
5. What weakness did you overcome while you were in coaching? **I've been in coaching pretty much the entire time I've been in sales so I've overcome many weaknesses in that period of time. I'd say the biggest one for me was self-doubt. Despite what many people think, sales is a hard job and it's easy to get in your own head. How is it different as of today? The turning point for me was the Vegas Elite Club trip last year. Being able to connect and be vulnerable with so many other reps who not only shared the same struggles, but who also shared their successes and best practices helped me to realize that everything I was going through was normal. I left there feeling motivated, confident and connected!**
6. How do you stay motivated if business slows down? What do you do to pick it back up? **Everyone struggles when business is slow! It's important to me to stay positive and not get caught up in the negative spiral. I like to take advantage of a slow market and connect with those people who are too busy during the heavier times to get together.**

- 7.** What do you do to keep a strong relationship with your team? **Respect, communication and partnership are my keys to maintaining a strong relationship with my team. Not only do we connect on a professional level, but we care about each other and what is happening on a personal level. We work through issues and we celebrate successes together!**
- 8.** What are some take aways or systems that you implement from coaching that work well? **Time blocking has been by far one of my biggest take aways from coaching. It has helped me to stay focused, remain on task and to really respect my time and the time of the person/people with whom I'm meeting. Another great one is creating my daily to-do list. It goes hand in hand with time blocking! Combining the two really makes me feel like I have more time in the day and I feel a great sense of accomplishment when I'm able to highlight things on my list once they're done.**
- 9.** What advice do you have for a new sales executive getting into title? **Be patient! It takes time to learn the ropes and build your business. This is something that even after two and a half years in my position I still have to remind myself of. Continue to put in the work, do the revenue generating activities and the orders will come. Also, don't ever be afraid to ask for help!**
- 10.** What advice do you have for someone who really wants to grow their business? **Hustle, don't be afraid to just do it! Be different, be consistent and be sure your daily activities are revenue generating. What should they do every day? Make your "to-do" list, time block to get it done and PROSPECT!**
- 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? **June of 2018 has been my biggest month so far. I was fortunate to partner with a fantastic EO, Alyson Mack, and participate in the SNL Amazing Race which ran from mid-March through mid-May of last year. I attribute my success in June to the coaching Alyson and I received and the work we put in as a team over those three months.**
- 12.** Anything else you want to share with the Elite Club members that could help them in their business? Please share. **Join us in Vegas this year! It is an amazing opportunity to be a part of an elite mastermind group. You'll leave there with a fresh outlook, a new mindset and most importantly a Tribe who you can reach out to and depend on anytime for anything!!**