



Featured Member:

Lis Miller

Fidelity National Title

Lynnwood, WA

Elite Mini Coaching Graduate

1. How long have you worked in title sales? What company do you work for? *I have worked in the title industry for 26 years. I started in May of 1993, for a very small local title company "Charter Title". I work for Fidelity National Title. I have been with my current company for 5 years. Joining Fidelity National Title is the best decision I ever made!*
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? *My POD Sistas have helped me set goals every month, business and personal. It's actually one of our monthly requirements. I have reached my professional goals (revenue goals), 4 out of 5 months this year (Junes #'s aren't available yet). My personal goals have in some cases stretched from month to month, however writing them out and visualizing them, even putting or posting them where I see them regularly, helps me stay on task. If I don't achieve all of them, they often move to the next month.*
3. What is the #1 thing that gets you an appointment with a target? *Calling, calling, calling! I think for me the most important thing is to be genuine and transparent. I always make it about them, making sure they know my motivation is to help them with their business and not necessarily mine.*
4. Name 3 of the biggest, most important things that were MUST HAVE's over your entire career?
 1. *A wonderful relationship with the inside staff, my support behind the scenes. Even in the field and to my clients, I've always touted that without them I'm nothing. I can be fabulous, I can do everything right, they can love me, but without the hard and diligent work of my escrow teams, title officers and customer service, it's all for not!*
 2. *The support of my sales manager. We work in a volatile environment. No matter how hard you try, how close you are to your fellow sales executives, there are always challenges that you need to lean on your manager for support. I've been amazingly blessed thru my career to have some incredible managers (especially Angela Ford, she is my manager here and was with my previous company ☺)!*
 3. *Loyal clients!! Again, I've been amazingly lucky in my 26 years to work with some truly loving and genuine clients. Some of which I have worked with my entire career or a huge portion of it.*
5. What weakness did you overcome while you were in coaching? How is it different as of today? *A little broad of a statement, but getting out of my comfort zone! Remember 26 years in the business, I was really old school, and really didn't want to change. About 12-15 years ago, our insurance commissioner in the State of WA, made some enormous changes to our business and really we had to reinvent ourselves. I fell back into some comfortable places and when I started my coaching all that had to change again. My main weakness that I overcame was making phone calls, I had always been more of a face to face rep, making office calls and catching people that way. I've improved, but must admit I definitely still have room to grow. Hands down,*

being part of the Diamond Club and turning in the scorecard every month, motivated me to pick up that phone!

6. How do you stay motivated if business slows down? What do you do to pick it back up? I've always felt that when business slows it's beneficial to surround yourself with your loyal and supportive clients. Ask them for referrals. Review their business and determine how you can help them prospect and grow, in turn your business will grow. Naturally increasing your prospecting will increase the opportunity to increase your business. Focus on your targets and mega targets.
7. What do you do to keep a strong relationship with your team? As far as I'm concerned my escrow teams are my #1 clients! Again, I've been amazingly blessed and lucky to have wonderful closers and assistants throughout my career and very rarely have had to do damage control, as I call it. When there has been an issue, I always am diplomatic and listen to their side of the story. In most cases they truly are in the right, but as we all know "the client is always right". We then collaborate on how we will handle the situation and we come up with a solution. I have never once in my 26 year career raised my voice or yelled at any of my teams!!
8. What are some take aways or systems that you implement from coaching that work well? I have loved, loved, loved the Diamond Club! I feel like it keeps me motivated, truly forces me to do the work and gets me in front of a lot more clients and targets than I otherwise would be. Additionally I've learned so much about technology and social media. I still struggle with videos and live videos but gradually am getting more comfortable with those as well. My other take away has been from my POD! I love and adore my POD Sistas and they have contributed so much to my professional and personal growth! Thank you Lisa Crown for placing the 4 of us together. 😊
9. What advice do you have for a new sales executive getting into title? Actually several things, but what jumps to mind right off the bat is, don't let yourself be wowed by other companies trying to recruit you. The grass is not greener on the other side, I promise!! You truly are working for the best title company!! I've had quite the tour of title companies in my career and I believe that my changes always benefitted my clients and made me who I am today. However, I was with Chicago Title over 20 years ago and I believe given all the tools and opportunities this company offers their employee's, my business may have grown much greater had I stayed with the Fidelity brand all those years ago.
10. What advice do you have for someone who really wants to grow their business? What should they do every day? Prospect, prospect, prospect!!! Accept offers to join the coaching programs available, even if you have to pay for them yourself. It's not an expense, it's an investment. This is the only company that offers anything like this. I promise you'll grow, professionally and personally!!
11. I know you are retiring next month, congrats girl!!!! WE WILL MISS YOU! What final words do you have to share with all of your Elite Club Friends? I have loved every minute of my career in the title business! The list is endless of all the people that have supported and helped me grow during my tenure. I'll be eternally grateful to Lisa Crown for everything she's helped me achieve and for all of her support and love. I am thankful every day for my POD Sistas, we share a rare and unique bond. Thank you Lisa for having the insight to put the four of us together. I've loved being part of the Elite Club! I've loved sharing and bonding with my partners, during accountability exercises and action steps. The group calls are always enlightening and full of valuable tips and nuggets. I can't say enough positive things about the mastermind in Las Vegas last year, it was such a turning point for so many of us! I was so touched and honored to receive my Diamond Club Status in Vegas. Last but not least, you're all amazing individuals and I'm so glad you've all touched my life. I will cherish the memories forever...xoxo