



FNTG

MEMBER

Featured Member:

Tracey Sherrell

Fidelity National Title

Salem, OR

Elite VIP Sales Coaching Graduate

1. How long have you worked in title sales? **This March will be 5 years.** What company do you work for? **Fidelity National Title**
2. How do you stay on top of your goals every month, business and personal? **I write them down everywhere, on my wall in my office, in my day planner that I look at every day, places I will see them and remind myself of the goal. I try to do a check with myself on Fridays and if that gets away from me, I do it over the weekend. How did last week go? Am I set up to succeed next week? I like to line up how many appointments I need to have set for the following week and get on the phone Monday and get them booked. I don't feel like I have succeeded until I have 10 solid appointments set for the upcoming week. Personally, my goals are to get healthier this year, so Sundays are my day to take a look at how many events I have that take me out to restaurants or happy hours and then I plan my other meals around that. I like to meal prep on Sunday and book my appointments with myself to hit the gym. Being prepared for my week in business and personal is key. How many months this year have you reached your goals? **11 out of 12****
3. What is the #1 thing that gets you an appointment with a target? **Picking up the phone and calling them or texting. Every situation is different, typically I like to stalk them on Facebook and try to find a common ground to bring up in conversation. When I call and offer to share some expertise and some amazing tips and tools from Fidelity, I typically get the appointment.**
4. How do you go after a TOP producer? **Being top of mind. I will meet them by stopping by their office or at an event, then I will friend them on Facebook, send text messages and emails with something of value. Typically if they have been in the business for a while and already have their go-to Escrow Officer, it's tougher to fight that, but I will constantly be positive and bring value. It's harder for them to counter a deal with us on it when they keep seeing you working and offering them value. Also, you never know when their EO will mess up, and I want to be first in line when that happens.**
5. What do you feel you improved while you were in coaching? **My confidence level for sure! When I started in this business I wasn't quite sure what my role was with my real estate agents besides just having them like me and ask for their next escrow. It felt like a popularity contest and I would not have been able to keep at it if I still felt that way. Now I know that my part in their business is to be a team member with them. I can help them in so many ways from bringing them our technology and tools to helping them with their business plans, helping with setting up social media campaigns, helping them**

with running Facebook ads, or keeping them informed with what's new in the market and helping them find the right team members for their teams. There is way more value and depth than when I first started.

6. How do you continue to grow when orders are up and the market is doing well and keeping you busy? I still have to do all the things I would be doing if the market were down. Making my calls, texts, emails. Checking in with my top clients to make sure that our relationships are solid. Meeting with newer agents to help them get started and always looking for new targets. I listened to Lisa's podcast with Denise Wilson last week and I loved her statement that we need to get used to being bored. That is so true! We need to do all the things every day, regardless of what the market is doing. Just keep doing it until you are bored and then keep doing it.

7. What do you do to keep a strong relationship with your team? I make sure that at least once a week I do a check in with my Escrow Officers. I have 8 Escrow Officers that I sell, so having a set appointment with them each week would be really tough, but I do stop in their offices and check in with them on their personal lives and their business. If something comes up out in the field, we talk right away. I have also been utilizing Pulse and when I meet with their clients, I update it in pulse and tag them on it. I know they really just want to hear that I am out there working to support them.

8. What are some takeaways or systems that you implement from coaching that work well? I love project book. That is probably my biggest success in coaching. Just making sure that you continually touch your people and drip on them. I hear from my agents that I am the only Sales Exec that they see and that says a lot. I don't think they really see me that much but they feel like it because they are constantly getting touched in one way or another.

9. What advice do you have for a new sales executive getting into title? Learn the tools and get to know your Escrow Officers first. Get out there and get to know your customers, make the phone calls and go on appointments. Learn your value, people will want to meet with you. Get into coaching!!

10. What advice do you have for someone who really wants to grow their business? What should they do every day? Prospect Daily! It's boring, but it's simple. For me, it's phone calls. Find what works for you and make sure you do it every day. Doing classes is also a great opportunity to bring value and get in front of a larger group at one time, then follow up with those agents after the class to get feedback.

11. When you had your biggest growth spurt, what did you do different other than any market increase? After Vegas in 2018, I came back and got serious! I had an ah-ha moment when I heard from other Sales Execs from around the country who were already in the top 10% and they were doing project book and learning their scripts. I realized that even at the top, you need to do all the things. I came home and made a promise to myself to get comfortable being uncomfortable and I got busy. I wanted to become a Diamond Club Member and in doing that it trickled down into my sales. What I did every day for the Diamond Club was what I needed to be doing every day for my business anyway.

12. What is your biggest take away from being in the DIAMOND CLUB? It's so simple. Just prospect! Make the calls, send the emails, send the text messages, get appointments, and ask for the business. Also make your goals and keep reminding yourself of them. Place them where you can see them. Break them down to monthly and weekly. Congratulate yourself on the wins and step it up when you don't make your goals.

13. Anything else you want to share with the Elite Club members that could help them in their business? Please share. Downloading all the content from Lisa's website is something that helps me every month. I may be in a slump and when I actually sit down and watch all the videos and read all the content, it always gives me a few takeaways, things to talk to my clients about and reminds me why we do what we do.