



Homework Training Session # 5

HOME WORK: Review ENTIRE *Audio/Video Library*: <ONGOING REVIEW>

3 Themes to remember:

SNYDER STRATEGY: Superior Selling & Buying Technology

LISTING/SELLING Theme: Staging, Marketing, Advertising the Custom Features & ReSale Value of the house
will sell it at the highest possible price

BUYING Theme: ReSale Value Research is # 1 priority, by careful proven analysis of the property will protect
Your investment

Homework:

1. Review Mentor Training Program Booklet, all presentation materials, contracts & training videos.
2. Send out marketing campaigns, especially email campaigns
3. Review every which way possible to send out strategic marketing to your database.
4. Review 3D tour video on SnyderStrategy.net
Go to: >SnyderStrategy.net >seller's information tab> staging to sell video
5. Referral Campaigns: Review Yourself
6. Branding Coaching: Review Yourself

Review: Mentor Training Program Booklet, SnyderServer.net & SnyderStrategy.net

See documents below

SNYDER ***STRATEGY***

~Referral Campaign~



- _____ How many times have you reviewed the *MENTOR TRAINING PROGRAM*?
- _____ Is Your *Contact Database* up to date to send out email campaigns?
- _____ Are you following the *Digital WEEKLY PLANNER*: Monday—Friday?
- _____ How many *PHONE CALLS* to your family, friends, sphere of influence, clients, past clients and people you just met?
- _____ How many *PDF booklets* did you send via email? _____ How many did you physically hand out?
- _____ How many *Business Cards* did you hand out?
- _____ How many *JUST LISTED POSTCARDS* send out via email?
- _____ How many *JUST LISTED POSTCARDS* send out via postal mail?
- _____ How many *JUST SOLD POSTCARDS* send out via email?
- _____ How many *JUST SOLD POSTCARDS* send out via postal mail?
- _____ Email Campaign _____ How many Email Flyers sent _____ Sellers/Buyers _____ FSBO's _____ Expireds _____ Holiday
- _____ How many *RECOGNITION CARDS* send out via postal mail?
- _____ Did you *FARM YOUR SUBDIVISION* and what did you do? _____
- _____ What did you send out for the *Monthly Holiday*? (ex: Christmas, Easter, Memorial, Thanks giving//every month something should be sent out) _____
- _____ What did you send out for the *Monthly/Yearly Calendars*? (sports & yearly calendars) _____
- _____ How many *STOP By's* did you do and give actual gifts to people in your database?
- _____ How many *TIMES* did you Practice your *LISTING PRESENTATION*?
- _____ How many *LISTING APPOINTMENTS* did you go on?
- _____ How many *LISTINGS DO YOU HAVE*?
- _____ How many *TIMES* did you Practice your *BUYING PRESENTATION*?
- _____ How many *BUYER APPOINTMENTS* did you go on?
- _____ How many *BUYERS* (preapproved and contract signed) are you working with?

_____ ***DID YOU CLOSE A DEAL?***

SNYDER STRATEGY

~Referral Campaign~



52 WEEK Email & Postal Campaign

(located on Snyder Server>Marketing Materials>Company Docs

EMAIL CAMPAIGN:

- * Every month Send FLYERS for everyone & every holiday
- * Every other month Send pdf booklets, just listed or just sold, etc. or anything that will showcase your skills

POSTAL CAMPAIGN:

- * Every 2 months Send to your entire data base & send brochures, business cards, Just Sold, Just Listed, Showcase the quality of your marketing so your data base knows you have quality marketing, also send pdf booklets



Phone Calls:

- * Every month Call your Top 25 people you know
- * Every 2 months CALL YOUR entire data base



**Enter Notes
In Your Email
Contact**



Recognition Cards:

- * Send Constantly & Immediately when you hear about any news by any person, you talk with. Recognize their Event, Praise and take Joy in their event and wish them well!! Ex: promotions, birthdays, graduations, referral given to you, etc.



**Constantly
Hand out
Business cards**

STOP BYS at their house:

- * GIVING GIFTS to your Top 25 people Every month and drop off a holiday gift or some type of gift, ensure you are asking for referrals, become creative
- * WEAR Your Name badge

- * Farming Your Subdivision: every month you must drop off Informational Gifts & Holiday Gifts. WEAR Your Name badge



**Magnetic Bus. Card Calendars
Yearly Pacers Colts**



LEAD Follow-Up:

- * Send bi-weekly & Call the Leads send bi-weekly email & postal campaign for Sellers /Buyers Fsbos & Expires Send out all your pdf docs & jpeg photos

SNYDER ***STRATEGY*** **~Branding Coaching~**

“Your Personality must become a Brand Name to Build A Referral Business”

Jesse Snyder, CEO & Founder

Sales Personality ~Law of Attraction~	Trained Expert ~Top Performance~	Enhancing Lives ~Generating Referrals~
Strengths: Know who you are	Strengths: People need to know you can help them Review Mentor Training Booklet 20 times a Year	Strengths: Are you working from your heart to help people. Always Treat people right
Challenges: Look in the Mirror and Start Improving NOW	Challenges: You have to become organized in everything you say and do.	Challenges: Can people say you truly went above and beyond to help them in life.

“No Excuses; When you state a challenge, then you know your solution, then take the first step toward the solution”

**“How do you want to be today and
How do you want to be remembered at the end of the day”**

How can We Help You

Request a Branding Coaching Session with your Mentor Leader Broker?

~Your Competition is in the Mirror~