

SNYDER ***STRATEGY***

Homework Training Session # 6

HOME WORK: Audio/Video Library: <ONGOING REVIEW> Mentor Training Program Booklet

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:



Download: SNYDER MAGAZINE > go to SnyderServer.net > click Library > click SNYDER MAGAZINE

Create WEEKLY PLANNER FOR MONDAY—FRIDAY

Copy and paste the following days to your calendar:

MONDAY: CALL CLIENTS

Weekly Feedback:

Listing Clients/Listing Leads & Buyer Clients/Buyer Leads. Review all listing status with Seller Clients: review all mls' on all major search engines. Weekly summary CMA report to Listing Clients, Weekly virtual tour advertising report to Listing Clients

Review: Mortgage rate, National issues State/Local issues w/ BUYERS Clients & BUYER LEADS all mls/blc searches with Buyer Clients & auto email notification for Buyer Clients

Ongoing:

Emails, Smails, phone calls every month, every event, every holiday and every sale to Family, Friends, Past Clients and Sphere of influence SEND booklets by pdf(email) for complimentary copies

Review: Countdown to Closing, Branding Coaching, Mentor Training Program Booklet & SNYDER SERVER



~Our Success is Measured by Your Success~

SNYDER ***STRATEGY***

Homework Training Session # 6

TUESDAY: PROSPECTING FOR LISTING & BUYER LEADS

Farming:

Farming your subdivision: Actives, Pended, Expireds & Fsbo's

Strategic Farming (LISTING IN A SUBDIVISION) review Actives, Pended, Expireds & Fsbo's

Call all leads who haven't looked at houses yet and your current buyer's

Buyer's auto email notification CALL ALL YOUR BUYERS & review their searches and arrange for new appointments.

Ongoing: Emails, Smails, phone calls every month, every event, every holiday and every sale to Family, Friends, Past Clients and Sphere of influence SEND booklets by pdf(email) for complimentary copies

Review: Countdown to Closing, Branding Coaching, Mentor Training Program Booklet & SNYDER SERVER

WEDNESDAY: SNYDER STRATEGY SYSTEM

Viewing Reports:

Product Knowledge, Presentation Skills & Self Management

- * Digital Folders labeled correctly for quick access & delivery to other associates
- * Synchronized
- * Organized

Momentum Marketing:

SEND OUT PDF BOOKLETS TO ANY ONE AND EVERYONE

Review your subdivision for Actives, Pended, Expireds & Fsbo's

Strategic Farming: List a house, review Actives, Pended, Expireds & Fsbo's

Review your Buyer's auto email notification

Ongoing:

Emails, Smails, phone calls every month, every event, every holiday and every sale to

Family, Friends, Past Clients and Sphere of influence SEND booklets by pdf(email) for complimentary copies

Review: Countdown to Closing, Branding Coaching, Mentor Training Program Booklet, & SNYDER SERVER



~Our Success is Measured by Your Success~

SNYDER ***STRATEGY***

Homework Training Session # 6

THURSDAY: MOMENTUM MARKETING

Momentum Marketing: #1 way to Generate Referrals/Leads is through your family, friends, sphere of influence, database, current/past clients and everyone you have met!

Ongoing:

Emails, Smails, phone calls every month, every event, every holiday and every sale to Family, Friends, Past Clients and Sphere of influence SEND booklets by pdf(email) for complimentary copies

Review: Countdown to Closing, Branding Coaching, Mentor Training Program Booklet & SNYDER SERVER

FRIDAY: STRATEGIC FARMING: EXPIREDS & FSBO'S

Strategic Farming: whenever you list a house (instant credibility), farm the area for Expireds & Fsbos

1. #1 way to Generate Referrals/Leads is through your family, friends, sphere of influence, database, current/past clients and everyone you have met!
2. Farming your subdivision: Actives, Pended, Expireds & Fsbo's
3. Strategic Farming (LISTING IN A SUBDIVISION) review Actives, Pended, Expireds & Fsbo's

Ongoing: Emails, Smails, phone calls every month, every event, every holiday and every sale to Family, Friends, Past Clients and Sphere of influence SEND booklets by pdf(email) for complimentary copies

Review: Referral Campaigns, Branding Coaching, Mentor Training Program Booklet, & SNYDER SERVER

2. Create gmail labels: ex. Action required, follow up, deadline, signature required, response required
3. Create Digital folder>> Real Estate Activity on hard drive // flash drive
4. Review Core Listing Machine www.CoreListingMachine.com: create a direct feed link for your listing on Facebook and other social media outlets you have.
5. Install CRM Planner: www.Streak.com
6. Referral Campaigns: Review Yourself
7. Branding Coaching: Review Yourself

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

See documents below



~Our Success is Measured by Your Success~

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~