

I've been thinking about this call since we met with the Mark Spain Team. Here's what I've come up with:

Stop worrying about # of Dials and # of Contacts. — The fact is that it doesn't matter if you make 10 million tries... and that results in 1 million contacts... if it doesn't result in closings. Right?

Yes, you do have to make attempts... and you do have to make contacts... But there are other numbers to focus on that will get you closer to what you want.

So what might be better numbers to focus on?

1. How many people are in your Database? As I quoted Mr. Suarez on a few weeks ago: Quality isn't important if you don't have Quantity to market your Quality

From my experience:

You need at least 10X the people (who know you are... really know you) as the number of deals you want to close in 2 years.

THEN you need to work the DB with a plan that includes mail, email, phone, social media and in person visits. The more you add, the better your return. The higher the quality of contacts, the better your return. If you provide low contacts, and low-quality information and service, nothing is going to help you.

2. How many INBOUND LEADS are coming from your MARKETING?

(And they are all coming from your marketing)

From your Database.

From the Internet - Website, Zillow, Realtor.com, Trulia, etc.

From Social Media - FB, LI, Instagram, Snapchat, etc.

Sign - On your office, in front of a house, etc.

Other Mailings like JL/JSOther EmailingsEtc.

It's your business... make YOUR list.

3. How many of those LEADS are Converting to APPOINTMENTS?

Without appointments you can't know if you have a "real" buyer or seller. Yes, appointments can be on the phone or in person. Yet, we need an appointment to move to the next step.

4. How many APPOINTMENTS are Converting to SIGNATURES? - Either LISTINGS TAKEN and BUYER AGENCY AGREEMENTS.

And... This is the next step in the sales process, getting something signed. What if we had Signed Buyer Broker agreements in the tracker... would you get more of them signed? I wonder...

5. How many LISTINGS TAKEN and BUYER AGENCY AGREEMENTS are Converting to SALES?

Here we go... easier to track and also where the rubber actually starts hitting the road. We stop spinning and have something tangible to get paid on. A SALE. A contact signed by a buyer and a seller.

Yes, these are tough numbers to look at because we see the failure. We all wish that every lead got to this point with no stops in-between... yet it's not reality. In coaching we ask you to look, see, and tell the truth. SO you can take the next authentic action. Tracking these numbers are harder than what we are doing... which is tracking the REST on this list. And tracking ALL of these numbers means a better business filled with more ease. Would that be OK? If it got easier?

6. How many SALES are Converting to CLOSINGS?

This shows our fall out rate... which helps you create systems to prevent fall out. Deleting fall outs doesn't show the real picture, does it? Stop deleting listings that expire or withdraw. If they don't work out, look, see and tell the truth about it. If you have to sell a buyer 3 houses, have 2 in fell out section. It's the truth.

7. How many CLOSINGS are Converting to REPEAT and REFERRAL business?

When is someone most likely to give a referral? Are we tracking this? What if we did? Would we ask more often? Would we keep in really good touch after the sale for 6 months or so? (When the glow has worn off)

8. What are our expenses and profit?

Did you know that there is a place in Numbers Tracker now where you can track expenses and the system will tell you your profit? Talk to your Coach about that.... Or be on our next Numbers Tracker Tutorial.

THAT WHICH WE TRACK IMPROVES. What do YOU want to improve on?