

# FastTrack™

## Session 1

### Protecting and Growing Your Core Business



To your Achievement of Excellence in Life

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**OBJECTIVES**

**During this session you will:**

- Familiarize yourself with Real Estate Champions' Live Virtual Classroom using WebEx.
- Address any technical issues you may have.
- Introduce yourself!
- Make a commitment to a greater level of success through FastTrack™.
- Understand the four rules of business expansion.
- Begin creating solid referral strategies.

**FASTTRACK™ COMMITMENTS**

FTAccountability@RealEstateChampions.com/Fax: 541-330-7449

Client \_\_\_\_\_ Group: \_\_\_\_\_ Coach: \_\_\_\_\_ Date: \_\_\_\_\_

**CLIENT’S COMMITMENTS TO COACH**

- I know that the FastTrack™ program will help me.
- I know that I must change to improve and achieve my goals.
- I take my FastTrack™ sessions and assignments seriously.
- I will put 100% effort into each action plan or task.
- I commit to hitting my minimum prospecting goal each day.
- I will thoroughly prepare for each by:
  - Entering sessions in my activity calendar
  - Doing my assignments as given
  - Faxing appropriate material in daily, weekly or prior to each session
- During the FastTrack™ session:
  - I will have privacy - free from interruptions
  - I will have my success planner available
  - I will be open minded, honest and ready to change
  - I expect success because I am a Champion!

**COACH’S COMMITMENTS TO CLIENT**

- I am committed to providing you the tools strategies and techniques that will transform your business.
- I am committed to giving you candid feedback, even if it means telling you what you don’t want to hear.
- I am committed to helping you to develop your goals, plans, strategies, skills and systems for greater success.
- I am committed to making you accountable to your goals, plans and commitments.
- I am committed to being prepared for each FastTrack™ session.
- I am committed to making the value of your FastTrack™ program experience significantly exceed the time you invest and the cost.

\_\_\_\_\_

Print Name

\_\_\_\_\_

Client Signature



Real Estate Champions

**FOUR RULES OF BUSINESS EXPANSION**

1. Rule #1 – Protect what you currently have
2. Rule #2 – Improve your market penetration with your target market or the people you already work with.
3. Rule #3 – Expanding horizontally in your core business area.
4. Rule #4 – Change and create vertical expansion.

**CREATING MORE LEADS**

**Creating more leads from your past clients and sphere**

What can we do after the sale to increase referrals?

**45-Day After The Sale System Call Sequence**

|                 |   |
|-----------------|---|
| <b>1st Day</b>  | <i>“Thank you for allowing me to serve”</i>                                     |
| <b>3rd Day</b>  | <i>“How did the move go?”</i>   |
| <b>7th Day</b>  | <i>“Are you getting out of boxes?”<br/>“Is there anything you found wrong?”</i> |
| <b>14th Day</b> | <i>“Have you met the neighbors?”<br/>“How are the kids doing?”</i>              |
| <b>30th Day</b> | <i>“Congratulations! You are on your 30th day in your new home!”</i>            |
| <b>45th Day</b> | <i>“Is there anything that I can do?”</i>                                       |

**SEGMENT YOUR DATABASE**

**Segment your database and mine for gold.**

Evaluate the people in your database first by these following traits:

- People who previously have sent you referrals – even if those referrals didn't create a commission check.
- People you liked to work with and who really lived you.
- People who understand your need for business referrals.
- People who were delighted with your service.

Segment your database into four segments:

1. Platinum level clients – The Platinum Client Club is the highest level
2. Gold level clients
3. Silver level clients
4. Bronze level clients

**PLATINUM CLIENT PROFILE**

Our desire is to provide ongoing value and service to our clients. That commitment extends far beyond the closing of our initial transaction. We firmly believe we are in a long-term service relationship with each of our clients. We are focused on being a service provider for you and your family for life. With that in mind, we would ask you to spend a few minutes completing our Platinum Client Profile. We look forward to providing you, your family and friends our Platinum service for life.

Date \_\_\_\_\_

**CUSTOMER**

1. Customer's Name? \_\_\_\_\_

Does s/he use a nickname? \_\_\_\_\_

2. Company name? \_\_\_\_\_

3. Company Address?  
\_\_\_\_\_

Home address?  
\_\_\_\_\_

4. Telephone numbers? (Which is best to reach at?)

Business: \_\_\_\_\_ Home: \_\_\_\_\_

5. Date of Birth? \_\_\_\_\_

Place of birth? \_\_\_\_\_

What is his/her Hometown? \_\_\_\_\_

**EDUCATION**

6. High school? \_\_\_\_\_  
Year graduated \_\_\_\_\_  
Attend College? Which one? \_\_\_\_\_  
Year graduated \_\_\_\_\_
7. Did you belong to any College fraternity/sorority? If so, which one?  
\_\_\_\_\_
8. Did you participate in sports?  
\_\_\_\_\_

**FAMILY**

9. What is Spouse's name and occupation?  
\_\_\_\_\_
10. What is Spouse's education?  
\_\_\_\_\_
11. What are Spouse's interests?  
\_\_\_\_\_
12. When is your Anniversary?  
\_\_\_\_\_
13. Do you have Children? If yes, names/ages?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



14. What are your Children's education levels?

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15. Children's interests? (hobbies, problems, etc.)

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**SPECIAL INTERESTS**

16. Do you belong to any clubs, fraternal associations or service clubs? (Masons, Kiwanis, etc.)

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17. Are you active in your community? How?

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**LIFESTYLE**

18. What is your favorite place for lunch?

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What is your favorite place for dinner?

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19. Do you enjoy spectator sports? If so, which sports and teams?

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**SEGMENT YOUR DATABASE WORKSHEET**

FTAccountability@RealEstateChampions.com/Fax: 541-330-7449

Client \_\_\_\_\_ Group: \_\_\_\_\_ Coach: \_\_\_\_\_ Date: \_\_\_\_\_

*Remember the key to success is to implement a plan for each group, but for this assignment simply list the number of database contacts you have in each group.*

|  |  |
|--|--|
| <p><i>Remember the key to success is to implement a plan for each group, but for this assignment simply list the number of database contacts you have in each group.</i></p> |  |
| <p><b>Platinum</b><br/>The highest referral potential</p>  |  |
| <p><b>Gold</b><br/>Second Tier</p>   |  |
| <p><b>Silver</b><br/>Less than a 50% chance of referring</p>   |  |
| <p><b>Bronze</b><br/>Catch bucket for all the rest</p>   |  |

BREAKOUT SESSION

BREAKOUT SESSION RULES

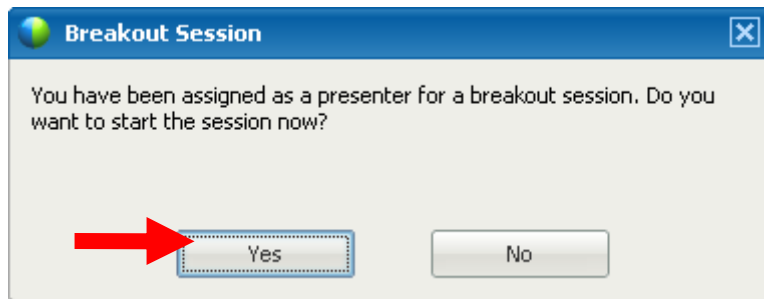
**Breakout Session Rules:**

- It should be fun so wear a smile!
- You will perform how you practice so be focused whether you are the agent, buyer, seller, or observer.
- When you are the buyer or seller provide some resistance that is realistic but don't be a jerk.
- If your role-play partner goes over the top you have the right to say no and hang up graciously as you would with a prospect.
- Practice only successful outcomes of appointments booked and contracts signed.
- Quick 15-30 second debriefs before trading places will lock in learning.

BREAKOUT WEBEX INSTRUCTIONS

**PRESENTER** – A Leader will be selected to be a Presenter in a Breakout Session.

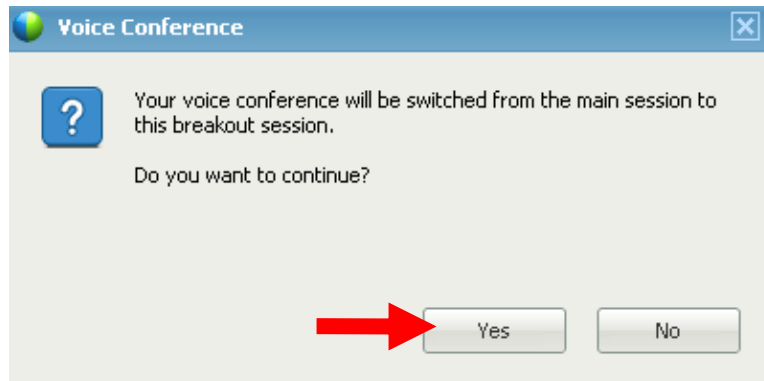
1. Presenters will get the following screen.



Click on the "Yes" button.

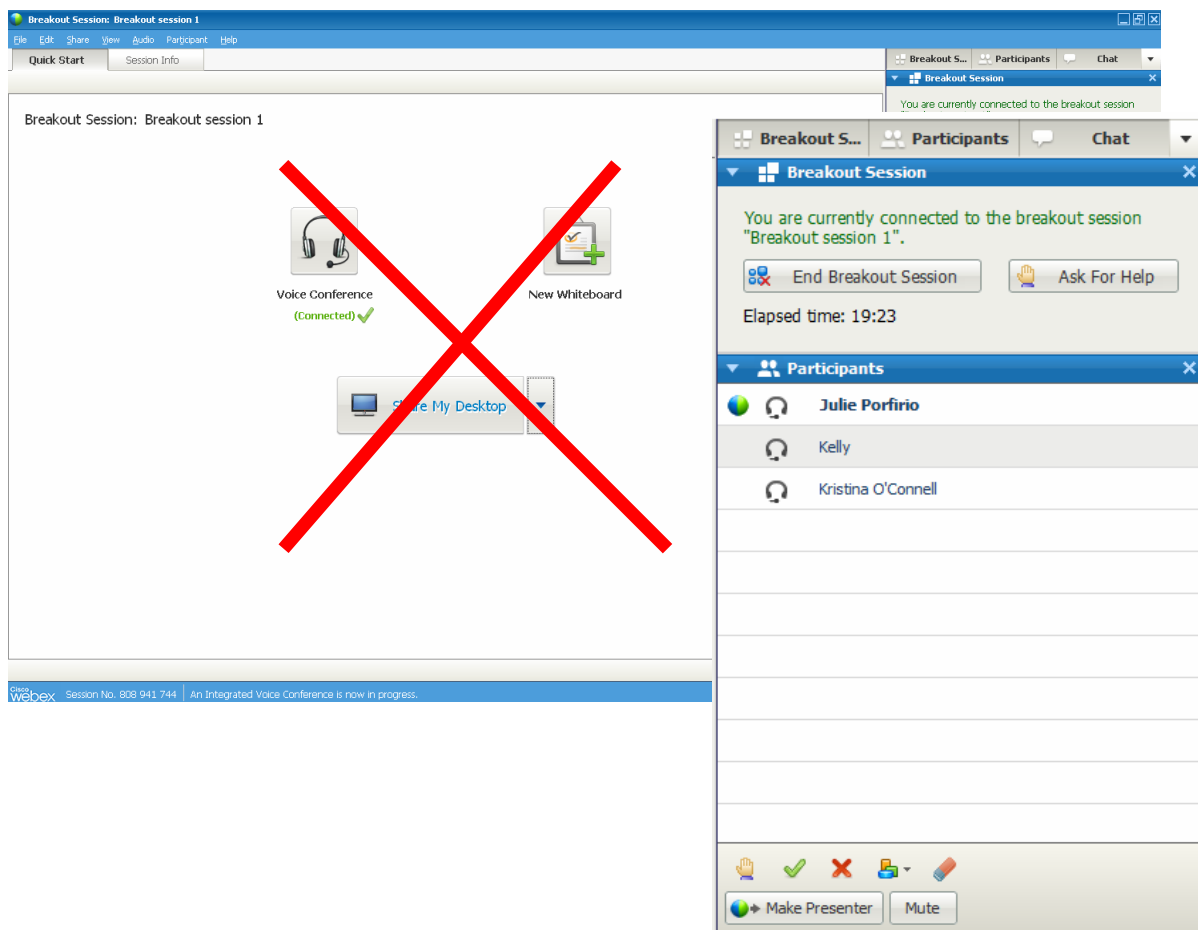
## FASTTRACK SESSION 1 – PROTECTING AND GROWING YOUR CORE BUSINESS

2. Presenters will then get the following screen.



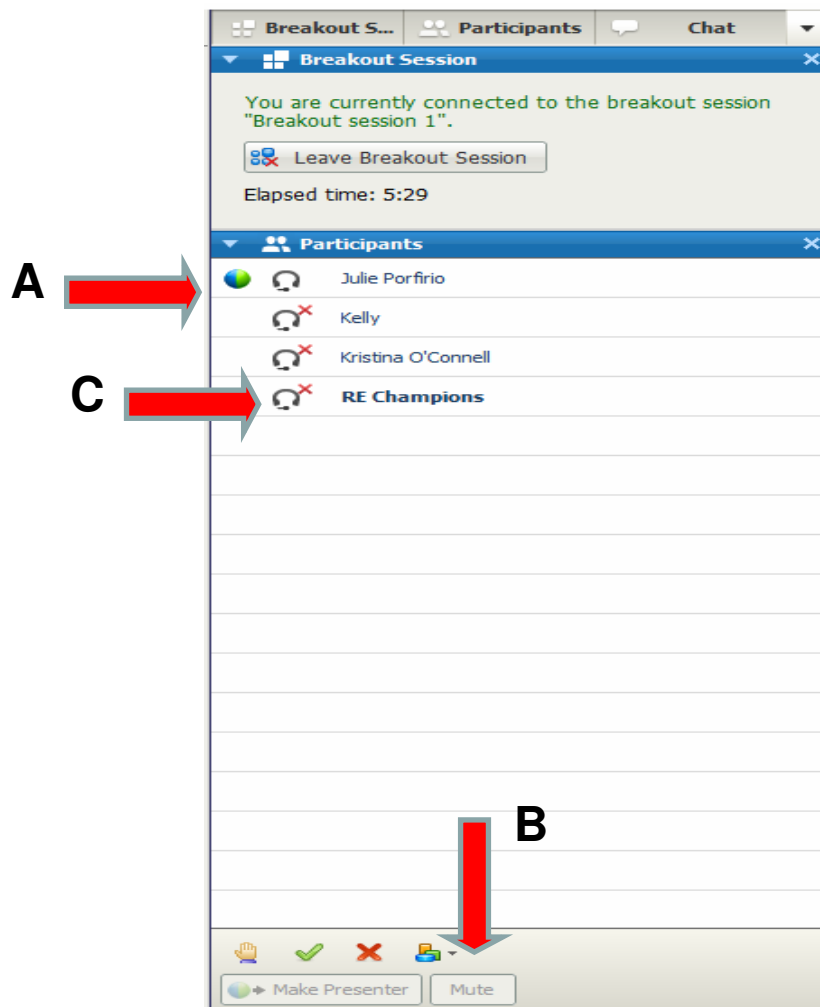
Click on the "Yes" button.

3. Your screen will look like this. DO NOT click on any of the options on the left-hand side of your screen (noted by the Red X). You will be using the right-side Breakout panel.



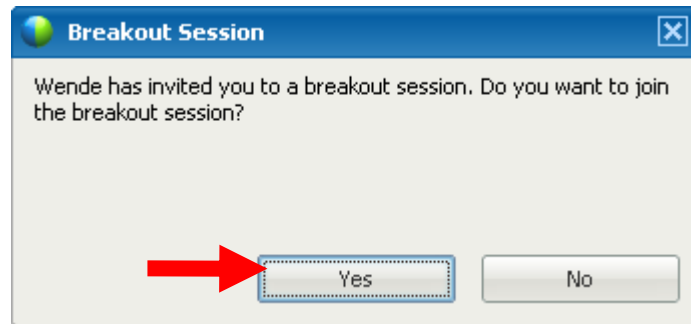
## FASTTRACK SESSION 1 – PROTECTING AND GROWING YOUR CORE BUSINESS

4. The Presenter should now make sure everyone is un-muted. To do this:
  - A. First make sure you are un-muted. If you are muted you will see a red “x” by your headset.
  - B. To un-mute left click your name and click the “unmute” button (located under the list of attendees).
  - C. To un-mute the other students, left click their names one at a time to highlight and click the “unmute” button.



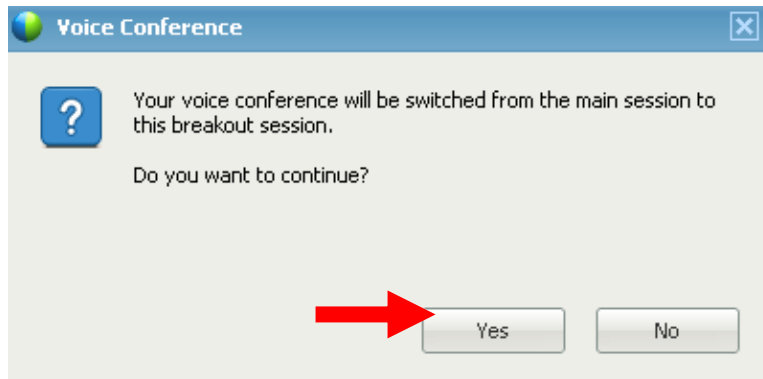
**PARTICIPANT** – All others in the Breakout Session will be participants.

1. Participants will get the following screen:



Click on the "Yes" button.

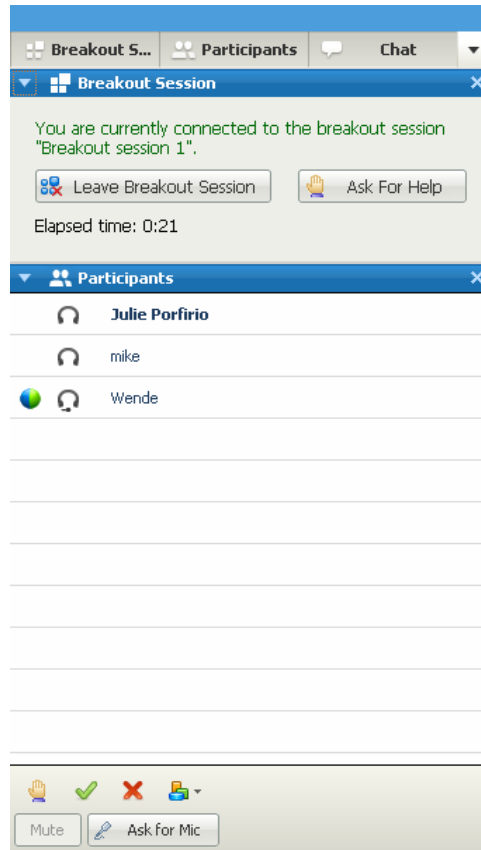
2. Participants will then get this screen.



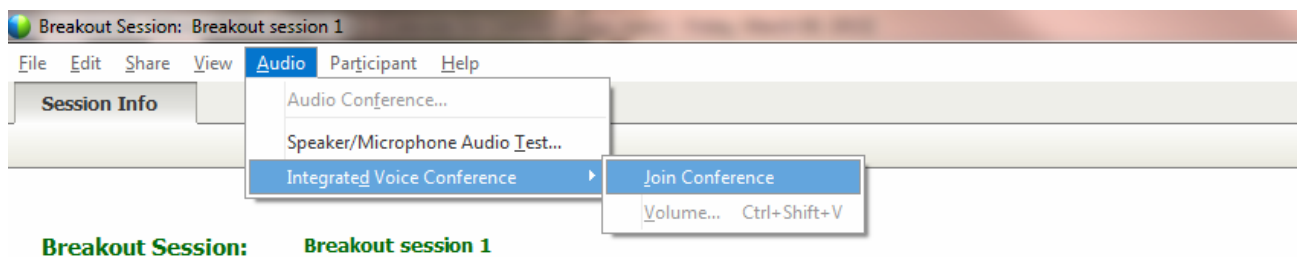
Click on the "Yes" button.

## FASTTRACK SESSION 1 – PROTECTING AND GROWING YOUR CORE BUSINESS

3. Your right-side Breakout panel will look like this.



4. If you do NOT see a headset next to your name...Go to "Audio" on your top tool bar. Choose "Integrated Voice Conference" then "Join Conference".

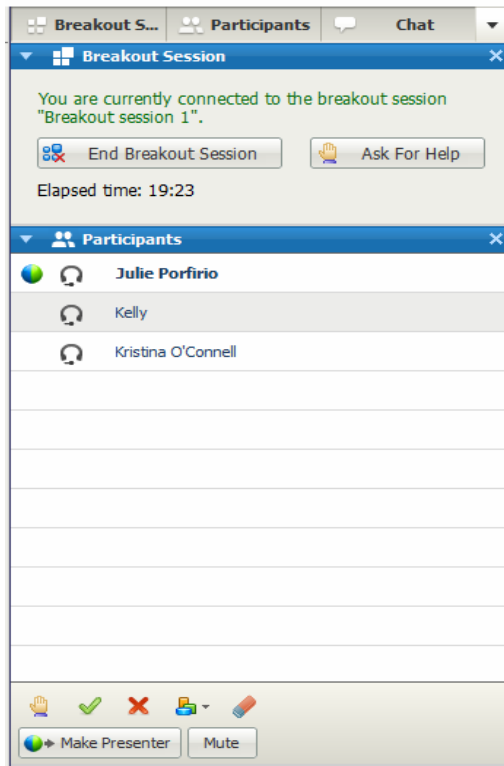


### Introduction to Breakout Session

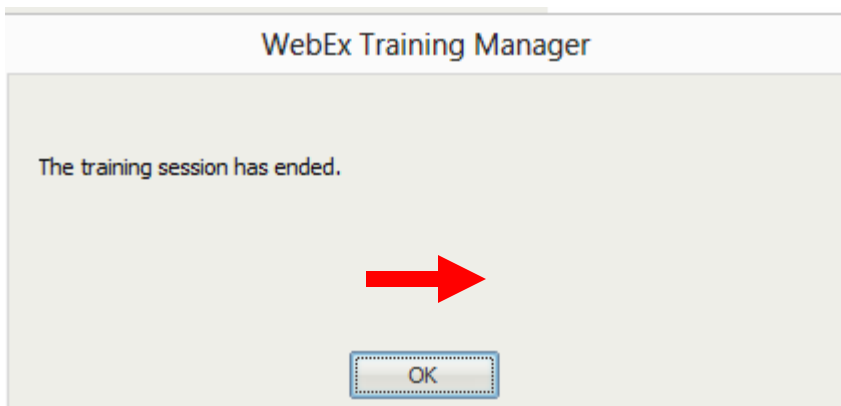
A breakout session is a private session in which you can share documents, whiteboards, applications, or desktops with a smaller group of participants.

If you are the current presenter in the breakout session, you can choose a sharing option on the Share menu.

It should now look like this...



**All Presenters and Participants:** When the breakout session is over you will see this screen. You can click close to return to your course session faster or you may wait for the breakout session to end itself.





## FastTrack Weekly Activity Grid

Fax Weekly to 541-330-7449

Email: FTAccountability@RealEstateChampions.com

|  | Week 5 |   |   |   |   | Total | Week 6 |   |   |   |   | Total | Week 7 |   |   |   |   | Total | Week 8 |   |   |   |   | Total | Contact Totals |  |  |  |  |  |
|--|--------|---|---|---|---|-------|--------|---|---|---|---|-------|--------|---|---|---|---|-------|--------|---|---|---|---|-------|----------------|--|--|--|--|--|
|  | M      | T | W | T | F |       | M      | T | W | T | F |       | M      | T | W | T | F |       | M      | T | W | T | F |       |                |  |  |  |  |  |
| <b>Contact Numbers</b>                         |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| SOI  |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| New Contact                                    |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Expireds                                       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Lead FU  |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| <b>Production</b>                              |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Leads Created                                  |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Listing Appts                                  |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Listings Taken                                 |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Listings Pended<br>ExclusiveBuyer<br>Contracts |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Buyer Pended                                   |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Daily Totals                                   |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| <b>Accumulated Numbers</b>                     |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
|  |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |

**Client Name:** \_\_\_\_\_

**Group:** \_\_\_\_\_

## FastTrack Weekly Activity Grid

Fax Weekly to 541-330-7449

Email: FTAccountability@RealEstateChampions.com

|  | Week 1 |   |   |   |   | Total | Week 2 |   |   |   |   | Total | Week 3 |   |   |   |   | Total | Week 4 |   |   |   |   | Total | Contact Totals |  |  |  |  |  |
|--|--------|---|---|---|---|-------|--------|---|---|---|---|-------|--------|---|---|---|---|-------|--------|---|---|---|---|-------|----------------|--|--|--|--|--|
|  | M      | T | W | T | F |       | M      | T | W | T | F |       | M      | T | W | T | F |       | M      | T | W | T | F |       |                |  |  |  |  |  |
| <b>Contact Numbers</b>                         |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| SOI  |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| New Contact                                    |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Expireds                                       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Lead FU  |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| <b>Production</b>                              |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Leads Created                                  |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Listing Appts                                  |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Listings Taken                                 |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Listings Pended<br>ExclusiveBuyer<br>Contracts |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Buyer Pended                                   |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| Daily Totals                                   |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
| <b>Accumulated Numbers</b>                     |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |
|  |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |        |   |   |   |   |       |                |  |  |  |  |  |

**Client Name:** \_\_\_\_\_

**Group:** \_\_\_\_\_

BREAKOUT SESSION

BREAKOUT SESSION 1

Initial contact script:

*Hi \_\_\_\_\_, it's \_\_\_\_\_. This is a business call today, do you have a few minutes, or would later today be better?*

*The reason for my call is I have made a decision to really ramp up my real estate business this year. I am excited about the unique market opportunities in today's marketplace. May I ask a favor? May I (bring by or send) a few cards, and would you keep them? If you hear of anyone around the office or \_\_\_\_\_ who you think could benefit from my counsel, would you give one to them? Would you please call or email me and let me know that you have? Great, I really appreciate that. May I call you from time to time to remind you? Thanks.*

BREAKOUT DEBRIEF

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5-5-5 SYSTEM OF SUCCESS

**Definition of a contact:** Physically talking with a human being, the age of 21 or older about buying or selling real estate or about referring you to someone who could.

1. 5 Past Clients or Sphere Clients
2. 5 Lead Follow up Clients
3. 5 "New" Clients (Someone you have not spoken with before)

**ACTION PLANS – WEEK 1**

1. Develop a 45-Day After Sale System
2. Segment your database and establish a 12-month plan for each group.
3. Begin making 5 contacts a day to your sphere of influence.
4. Practice your referral scripts.