






Take Control!

Presented by

VerI Workman, Pinnacle Quest Consulting
coach@verIworkman.com (801) 410-0466

Notes:

 <p>Verl's 8 or more Secrets to staying FIRED UP!</p> <ol style="list-style-type: none">1. Get up2. Go to work3. Prospect 2-3 hours every day4. Work you network, social and database5. Generate buyers from every possible source6. Save money where you can but don't disappear either7. Stop buying and start using company tools8. Don't listen to the negative Nellie's!9. Decide right now that 2012 is going to be better than 2011!10. Get the right kind of help! <p><small>Verl Workman Consulting & Seminars THE WAY TO THE TOP</small></p>	<p>Verl's 8 or more Secrets to staying FIRED UP!</p> <ol style="list-style-type: none">1. Get up2. Go to work3. Prospect 2-3 hours every day4. Work you network, social and database5. Generate buyers from every possible source6. Save money where you can but don't disappear either7. Stop buying and start using company tools8. Don't listen to the negative Nellie's!9. Decide right now that 2012 is going to be better than 2011!10. Get the right kind of help!
 <p>Stop Doing Fake Work</p> <ul style="list-style-type: none">• What do you do all day?• What should you be doing?• What are your excuses for failure?• Now is the time to build for the rest of your real estate career!  <p><small>Verl Workman Consulting & Seminars THE WAY TO THE TOP</small></p>	<p>Stop Doing Fake Work</p> <ul style="list-style-type: none">• What do you do all day?• What should you be doing?• What are your excuses for failure?• Now is the time to build for the rest of your real estate career!

<p>Just Get Into It!</p> <p>“Social Media isn't a fad, it's a fundamental shift in the way we communicate”.</p>  <p><small>VerI Workman (2008) by Permission THE WAY TO THE TOP</small></p>	<p>Social Media isn't a fad, it's a fundamental shift in the way we communicate!</p> <p>My goal today is to help you turn your Social Media into Real Business!</p>
<p>What Is Your Most Valuable Asset?</p>  <p><small>VerI Workman (2008) by Permission THE WAY TO THE TOP</small></p>	<p>What is your Most Valuable Asset?</p> <p>Your relationships, of course!</p>
<p>Social Media Is Changing The Way We Communicate For The Better</p> <ul style="list-style-type: none">• Decide how you want to participate• Don't spend more than 12-15 minutes a day• Follow a proven plan and system to success• Listen more than you speak• Be authentic and honest in all of your communication• Monitor what is being said about you, your company and your brand• Use a VA wherever you can for custom Facebook pages, blog posts and syndication <p><small>VerI Workman (2008) by Permission THE WAY TO THE TOP</small></p>	<p>Social Media Is Changing The Way We Communicate For The Better</p> <ul style="list-style-type: none">• Decide how you want to participate• Don't spend more than 12-15 minutes a day• Follow a proven plan and system to success• Listen more than you speak• Be authentic and honest in all of your communication• Monitor what is being said about you, your company and your brand• Make sure your coach understands SM and real estate!

	<p>When it works, it really works! Posted on Facebook</p> <p>Meagan says "Hi VerI, We have a home in Daybreak that was our first home. My husband is done with residency soon and we would like to move on either to a bigger home in Utah or wherever he gets a job. I would love you have you help us! Thanks!"</p>
	<p>Google Voice</p> <p>Add a Google number and get these features:</p> <ul style="list-style-type: none"> • One number rings to all your phones • Free SMS; send, receive & store text messages online • Block calls- unwanted calls go to voicemail • Record calls and store online • Conference calls – join several people into a single call • Screen callers • Play VM on computer/or text! <p>• With Google Voice you can listen to your messages on your computer AND receive them as text to your email</p>
	<p>Manage Social Reputation</p> <ul style="list-style-type: none"> • www.steprep.com • Listen to what people are saying about your business online • Reputation intelligence for small business • Anytime your business is mentioned online, anywhere on the web, you'll hear about it

Free-OCR.com

- Extract text from any PDF document
- No registration required
- Not even your email address
- JPG, GIF, TIFF, BMP or PDF files.



VERL WORKMAN CONSULTING & SEMINARS
THIS WAY TO THE TOP

www.free-OCR.com

- Extract text from any PDF document
- No registration required
- Not even your email address
- JPG, GIF, TIFF, BMP or PDF files.

FillAnyPDF.com



VERL WORKMAN CONSULTING & SEMINARS
THIS WAY TO THE TOP

www.FillAnyPDF.com

- Upload PDF Form
- Set up link so other people can fill out form & sign online
- No software needed
- Time saving resource

www.Clipperz.com

- All passwords and confidential data
- Only remember one password
- Safe place to store
- Nothing to download
- Nothing to back up
- Just easy on and off line access to all your accounts and personal private data









FREE




VERL WORKMAN CONSULTING & SEMINARS
THIS WAY TO THE TOP




www.Clipperz.com




- All passwords and confidential data
- Only remember one password
- Safe place to store
- Nothing to download
- Nothing to back up
- Just easy on and off line access to all your accounts and personal private data







 <p>Docs.Google.com "The Cloud"</p> <ul style="list-style-type: none">▪ Google Docs is a free▪ Web-based word processor▪ spreadsheet▪ presentation▪ Form and data storage service offered by Google.▪ It allows users to create and edit documents online while collaborating in real-time with other users. <p>FREE</p> <p><small>VERL WORKMAN CONSULTING & SEMINARS THIS WAY TO THE TOP</small></p>	<p>Docs.Google.com "The Cloud"</p> <ul style="list-style-type: none">• Google Docs is a FREE• Web-based word processor• Spreadsheet• Presentation• Form and data storage service offered by Google• It allows users to create and edit documents online while collaborating in real-time with other users.
 <p>Google Calendar</p> <ul style="list-style-type: none">▪ See All Calendars▪ Sync's with Outlook▪ Works on smart phone▪ You control the view <p><small>PINNACLE QUEST CONSULTING</small></p>	<p>Google Calendar</p> <ul style="list-style-type: none">• See All Calendars• Sync's with Outlook• Works on smart phone• You control the view
 <p>NeedToMeet.com</p> <ul style="list-style-type: none">▪ Find a time to meet without the hassle▪ Organize a recurring meeting▪ Schedule an event for you group <p>FREE</p> <p><small>VERL WORKMAN CONSULTING & SEMINARS THIS WAY TO THE TOP</small></p>	<p>www.NeedToMeet.com</p> <ul style="list-style-type: none">• See everyone's availability at one time – no more emailing back and forth!• Organize recurring meetings• Schedule events for your group• Free & Simple!




 <p>Rsizr.com</p> <ul style="list-style-type: none">▪ New Technology▪ Called Seam Carving▪ Keeps or removes items in your image <p>VERL WORKMAN CONSULTING • PINNACLE QUEST THIS WAY TO THE TOP</p>	<p>www.Rsizr.com</p> <ul style="list-style-type: none">• New Technology• Called Seam Carving• Keeps or removes items in your image
 <p>The Cloud and VA's</p> <ul style="list-style-type: none">▪ The cloud allows you to utilize a virtual assistant to do the following:<ul style="list-style-type: none">• Manage and update your database, keep it current• Manage mailings, email news letters• Social media updates and syndication as well as posting• Track, manage listings, activities• All the stuff you should not be doing! <p>VERL WORKMAN CONSULTING • PINNACLE QUEST THIS WAY TO THE TOP</p>	<p>The Cloud and VA's</p> <ul style="list-style-type: none">• The cloud allows you to utilize a virtual assistant to do the following:<ul style="list-style-type: none">– Manage and update your database, keep it current– Manage mailings, email news letters– Social media updates and syndication as well as posting– Track, manage listings, activities– All the stuff you should not be doing!
 <p>Why Do We Care About Tech Stuff?</p> <ul style="list-style-type: none">▪ Technology is simply a tool or tools that are designed to help us achieve our goals of making more money or saving time.▪ We should not buy technology for technology sake▪ It must be a profit center! <p>CREATE MORE SELLING OPPORTUNITIES</p> <p>PINNACLE QUEST CONSULTING</p>	<p>Why Do We Care About Tech Stuff?</p> <ul style="list-style-type: none">• Technology is simply a tool or tools that are designed to help us achieve our goals of making more money or saving time.• We should not buy technology for technology sake• It must be a profit center! <p>CREATE MORE SELLING OPPORTUNITIES</p>



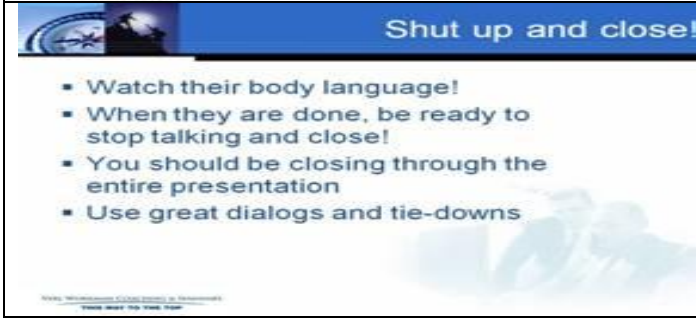
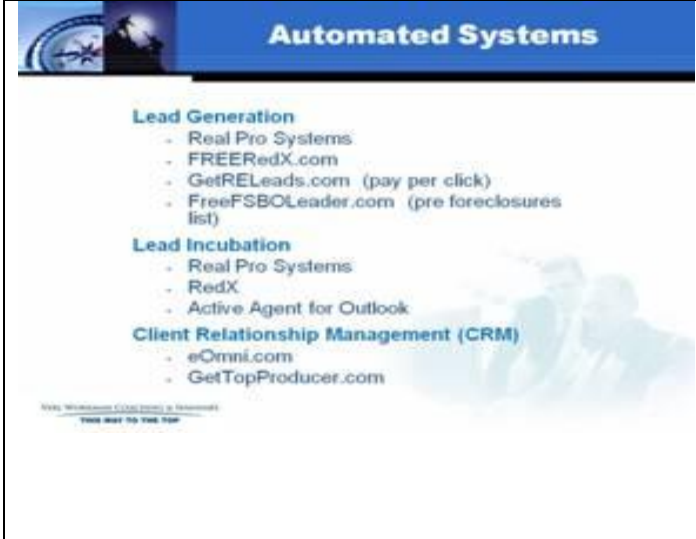
 <p>Who Are Our Sales People?</p> <ul style="list-style-type: none"> • Brokers and Owners? • Sales managers? • Office managers? • Agents? • Support/admin staff? • Runners? • Receptionists? • IT Department? • Vendor partners? (Mortgage, title, plumbing, electrical, painters?) <p><small>VerI Workman (2008) Realty & Seminars THIS MAY BE THE TOP</small></p>	<p>Who Are Our Sales People?</p> <ul style="list-style-type: none"> • Brokers and Owners? • Sales managers? • Office managers? • Agents? • Support/Administration Staff? • Runners? • Receptionists? • IT Department? • Vendor Partners/Mortgage, Title, Plumbing, Electrical, Painters
 <p>Become a...Freaking Sales Animal!</p> <p>Who would you hire to sell your home ? Someone who provides good "service" or great "consulting"?</p> <p>Or are you going to hire someone who provides all of the above and is a...</p> <p>Armed to the teeth with technology Freaking Sales Animal!</p> <p><small>VerI Workman (2008) Realty & Seminars THIS MAY BE THE TOP</small></p>	<p>Become a Freaking Sales Animal!</p> <p>Who would you hire to sell your home in this tough market? Someone who provides good "service" or is great "consultant"?</p> <p>Or are you going to hire someone who provides all of the above and is a.....</p> <p>SUPER SALESMAN!</p>
 <p>Increase your value instead of discounting your fee!</p> <p>RON POPEIL SALESMAN OF THE CENTURY</p> <p><i>Offer more knives...!</i></p> <p><small>VerI Workman (2008) Realty & Seminars THIS MAY BE THE TOP</small></p>	<p>Increase your Value instead of Discounting your Price!</p> <p>Take a tip from Ron Popeil, Salesman of the Century</p> <p>"Offer more Knives!"</p> <p>If you continue to offer more value to your clients, you will retain client loyalty, keep your commissions and get more referrals – because you will outshine the competition!</p>




<p>It's Time To Become Sales Focused</p> <ul style="list-style-type: none"> • Study Sales In 2011 • Personality Types and adjust your style to fit • Generational Selling • Negotiation • Marketing • Read the following:  <p><small>Verl Workman (2008) in Seminar THE WAY TO THE TOP</small></p>	<p>It's Time To Become Sales Focused</p> <ul style="list-style-type: none"> • Study Sales In 2012 • Personality Types and adjust your style to fit • Generational Selling • Negotiation • Marketing • Read Great Sales books!
<p>There Are No New Objections</p> <ul style="list-style-type: none"> • Another Agent said they could sell it for more? • Can we try the higher price for a while and see what happens • What happens if we try and sell it ourselves? • I have a friend that said they could sell my home for a lower %  <p><small>Verl Workman (2008) in Seminar THE WAY TO THE TOP</small></p>	<p>There are No New Objections</p> <ul style="list-style-type: none"> • Another Agent said they could sell it for more? • Can we try the higher price for a while and see what happens • What happens if we try and sell it ourselves? • I have a friend that said they could sell my home for a lower %
<p>Create Systems For Everything</p> <ul style="list-style-type: none"> • Lead Generation <ul style="list-style-type: none"> ◦ Web strategy and marketing • Lead incubation/conversion <ul style="list-style-type: none"> ◦ Lead Router • Client Relationship Management <ul style="list-style-type: none"> ◦ Top Producer ◦ Active Agent ◦ Wise Agent  <p><i>If you routinely do a task three or more times, create a system for it instead. Automate Your Processes!</i></p> <p><small>Verl Workman (2008) in Seminar THE WAY TO THE TOP</small></p>	<p>Create Systems for Everything!</p> <ul style="list-style-type: none"> • Lead Generation <ul style="list-style-type: none"> ◦ Web strategy and marketing • Lead incubation/conversion • Client Relationship Management • Presentation/sales systems • Operations and procedures manuals <p><i>If you routinely do a task three or more times, create a system for it instead. Automate Your Processes!</i></p> <p style="text-align: center;">◦</p>

 <p>Why Go Paperless?</p> <ol style="list-style-type: none">1. We talk about technology then present without any2. Clients expect it3. No more tickets to the be back bus! <p>Walk the talk</p> <p><small>VerI Workman (2011) Seminars & Presentations THIS ONE IS THE TOP</small></p>	<p>Why Go Paperless?</p> <ol style="list-style-type: none">1. We talk about technology then present without any2. Clients expect it3. No more tickets to the be back bus!
 <p>No More Tickets To The Be Back Bus!</p> <ul style="list-style-type: none">I want to think about itSleep on itPray about itTalk to other agents <p>I'll Be Back</p> <p><small>VerI Workman (2011) Seminars & Presentations THIS ONE IS THE TOP</small></p>	<p>No More Tickets To The Be Back Bus!</p> <ul style="list-style-type: none">• I want to think about it• Sleep on it• Pray about it• Talk to other agents
 <p>Pre-Appointment Package Delivery</p> <ul style="list-style-type: none">▪ BEFORE the Appointment<ul style="list-style-type: none">• Your competition doesn't extend the extra effort• Superior Differentiation• Builds professionalism and sets the stage for expertise• Raises the bar for any other competitor <p><small>VerI Workman (2011) Seminars & Presentations THIS ONE IS THE TOP</small></p> <p><small>2011 © Pinnacle Quest Consulting - All Rights Reserved</small></p>	<p>Pre-Appointment Package Delivery</p> <ul style="list-style-type: none">• BEFORE the Appointment<ul style="list-style-type: none">○ Your competition doesn't extend the extra effort○ Superior Differentiation○ Builds professionalism and sets the stage for expertise○ Raises the bar for any other competitor

 <p>It Is Critical To Pre-Position Ourselves As Experts!</p> <ul style="list-style-type: none"> Create a Pre-List Package 78% of top 100 agents send a pre list package Purpose is to pre position you for an effective one call close! Terri Murphy's Pre Listing Package Is the Best  <p><small>Verl Workman (2012) in Seminars THIS MAY BE THE TOP</small></p>	<p>It Is Critical To Pre-Position Ourselves As Experts!</p> <ul style="list-style-type: none"> • Create a Pre-List Package • 78% of top 100 agents send a pre list package • Purpose is to pre position you for an effective one call close! • Terri Murphy's Pre Listing Package Is the Best
 <p>Tools that help</p> <ul style="list-style-type: none"> • Laptop or Tablet PC • Wireless internet card • Projector • Wireless mouse • A method to print—USB device, or memory card or portable printer • Digital Camera to deal with condition issues • PowerPoint • The Marketing Library (complete PowerPoint templates for listing, buyers, and much more.)  <p><small>Verl Workman (2012) in Seminars THIS MAY BE THE TOP</small></p>	<p>Critical Power Tools</p> <ul style="list-style-type: none"> • Laptop or Tablet PC • Wireless internet card • Projector • Wireless mouse • A method to print—USB device, or memory card or portable printer • Digital Camera to deal with condition issues • PowerPoint • The Marketing Library (complete PowerPoint templates for listing, buyers, and much more.)
 <p>At The Home</p> <ul style="list-style-type: none"> • Walk the home • View the property • What do they love about their home • Take notes of things that need to be repaired or replaced • Act as if you are a buyers agent walking your clients through that home for purchase • Tie Down!  <p><small>Verl Workman (2012) in Seminars THIS MAY BE THE TOP</small></p>	<p>At the Home</p> <ul style="list-style-type: none"> • Walk the home • View the property • What do they love about their home • Take notes of things that need to be repaired or replaced • Act as if you are a buyers agent walking your clients through that home for purchase • Tie Down!

 <h3>The Pricing Presentation</h3> <ul style="list-style-type: none"> ▪ Go Live on The MLS ▪ Pre save your search ▪ Show sold properties 90-60-30 days <ul style="list-style-type: none"> ◦ Sometimes I go back 12 months to find a sale or a close comp. ▪ Show all expired inventory in neighborhood ▪ Show active listings ▪ Things we always look at include: <ul style="list-style-type: none"> ◦ Days on the market ◦ Price per SF ◦ Tours on well marketed properties ◦ Poor photos and pricing on expireds <p><small>Verl Workman (2012) © Seminars THIS WAY TO THE TOP</small></p>	<h3>The Pricing Presentation</h3> <ul style="list-style-type: none"> • Go live on the MLS • Pre save your search • Show sold properties 90-60-30 days <ul style="list-style-type: none"> ◦ Sometimes I go back 12 months to find a sale or a close comp • Show all expired inventory in neighborhood • Show active listings • Things we always look at include: <ul style="list-style-type: none"> ◦ Days on the market ◦ Price per SF ◦ Tours on well marketed properties ◦ Poor photos and pricing on expireds
 <h3>Questions to ask</h3> <ul style="list-style-type: none"> ▪ Based on this information where do you feel we should price your home? ▪ Do you want to be one of the solds, or expireds in 180 days? <p><small>Verl Workman (2012) © Seminars THIS WAY TO THE TOP</small></p>	<h3>Questions to ask</h3> <ul style="list-style-type: none"> • Based on this information where do you feel we should price your home? • Do you want to be one of the sold's, expired's, or still listed in 6 months?
 <h3>The Moment of Truth</h3> <ul style="list-style-type: none"> ▪ They should already be sold on you! ▪ Tie Down! ▪ As you view the property <ul style="list-style-type: none"> ◦ Take pictures of condition issues ◦ Learn the "I would" dialog! ▪ Review the homework ▪ Needs probe questions and get commitment on using you as an agent! <p><small>Verl Workman (2012) © Seminars THIS WAY TO THE TOP</small></p>	<h3>The Moment of truth</h3> <ul style="list-style-type: none"> • They should already be sold on you! • Tie down • As you view the property: <ul style="list-style-type: none"> ◦ Take pictures of condition issues ◦ Learn the "I would" dialog • Review the homework • Needs probe questions and get commitment on using you as an agent!

 <p>There is no close!</p> <ul style="list-style-type: none">▪ The next natural step is to complete the paperwork  <p><small>VerI Workman (2008) © Seminar THIS WAS THE TOP</small></p>	<p>There is no close!</p> <p>The next natural step is to complete the paperwork</p>
 <p>Shut up and close!</p> <ul style="list-style-type: none">▪ Watch their body language!▪ When they are done, be ready to stop talking and close!▪ You should be closing through the entire presentation▪ Use great dialogs and tie-downs <p><small>VerI Workman (2008) © Seminar THIS WAS THE TOP</small></p>	<p>Shut up and Close!</p> <ul style="list-style-type: none">• Watch their body language!• When they are done, be ready to stop talking and close!• You should be closing through the entire presentation• Use great dialogs and tie-downs
 <p>Automated Systems</p> <p>Lead Generation</p> <ul style="list-style-type: none">- Real Pro Systems- FREERedX.com- GetRELeads.com (pay per click)- FreeFSBOLeader.com (pre foreclosures list) <p>Lead Incubation</p> <ul style="list-style-type: none">- Real Pro Systems- RedX- Active Agent for Outlook <p>Client Relationship Management (CRM)</p> <ul style="list-style-type: none">- eOmni.com- GetTopProducer.com <p><small>VerI Workman (2008) © Seminar THIS WAS THE TOP</small></p>	<p>Automated Systems</p> <p>Lead Generation</p> <ul style="list-style-type: none">• Real Pro Systems• FREERedX.com• GetRELeads.com (pay per click)• FreeFSBOLeader.com (pre foreclosures list) <p>Lead Incubation</p> <ul style="list-style-type: none">• Real Pro Systems• RedX• Active Agent for Outlook <p>Client Relationship Management (CRM)</p> <ul style="list-style-type: none">• eOmni.com• GetTopProducer.com

 <p>Automated Systems</p> <p>Presentation Tools</p> <ul style="list-style-type: none"> - Your MLS - Obeo (Home sites on steroids) - Digital Video Camera - Notebook computer - Wireless Internet (Sprint or Verizon Card) <p>Cool Tools</p> <ul style="list-style-type: none"> - Facebook, Twitter, LinkedIn - Dial2Do Voice-to-Text service - Google Voice <p>For <i>ALL</i> of today's notes remember to turn in card</p> <p><small>VerI Workman Consulting is a trademark THIS MAY NOT BE THE TOP</small></p>	<p>Automated Systems</p> <p>Presentation Tools</p> <ul style="list-style-type: none"> • Your MLS • Obeo (Home sites on steroids) • Digital Video Camera • Notebook computer • Wireless Internet (Sprint or Verizon Card) <p>Cool Tools</p> <ul style="list-style-type: none"> • Facebook, Twitter, LinkedIn • Dial2Do Voice-to-Text service • Google Voice
 <p>Automate High-Tech/High-Touch Systems</p> <ul style="list-style-type: none"> • 7-Year follow-up • Monthly e-Newsletter • Birthday card or call • Anniversary of home • Social Aggregation, <i>One to many postings, ping.fm</i> • Holiday greetings • Video that goes Viral • Other buyers looking for homes like theirs • Six voice touches per year • Send <i>them</i> business! <p><small>VerI Workman Consulting is a trademark THIS MAY NOT BE THE TOP</small></p>	<p>Automate These High Tech High Touch Systems</p> <ul style="list-style-type: none"> • 7-Year follow-up • Monthly e-Newsletter • Birthday card or call • Anniversary of home • Social Aggregation, <i>One to many postings, ping.fm</i> • Holiday greetings • Video that goes Viral • Other buyers looking for homes like theirs • Six voice touches per year • Send <i>them</i> business!
 <p>Now Is The Time To Focus On Change</p> <ul style="list-style-type: none"> Use The Latest Technology To Find Real Buyers and Sellers Build your business plan now for 2012 Focus on your unique talents, create systems and hire assistants to do everything else Become the voice of your community Spend time everyday prospecting Hire a Coach that understands real estate and technology 	<p>Now Is The Time To Focus On Change</p> <ul style="list-style-type: none"> • Use The Latest Technology To Find Real Buyers and Sellers • Build your business plan now for 2012 • Focus on your unique talents, create systems and hire assistants to do everything else • Become the voice of your community • Spend time everyday prospecting • Hire a Coach that understands real estate and technology



Where to Start?

- Business Plan (for Real!)
- CRM & Social Media
- High Tech = High Touch Systems
- Capture and Convert Web Leads
- Driving Web Traffic
- 12 Critical Steps to Time & Life Mastery
- Email & Blogging
- The Paperless Listing
- Success!

Let me help

- 10 Live coaching Webinars with Coach VerI Workman
- Business Planning
- CRM mastery
- High Tech Tools
- Web Strategy
- Driving Web Traffic
- Time and Life Mastery
- The Paperless Listing
- Critical elements of Social media
- And more....

VerI Workman Consulting, LLC is a service mark of VerI Workman Consulting, LLC. © 2010 VerI Workman Consulting, LLC. All rights reserved.

Let me help!

- 10 Live coaching Webinars with Coach VerI Workman
- Business Planning
- CRM Mastery
- High Tech Tools
- Web Strategy
- Driving Web Traffic
- Time and Life Mastery
- The Paperless Listing
- Critical Elements of Social Media
- And more. . .

Sign Up Today for April

- Besides the 10 Live Coaching Sessions (GoToMeeting)
 - 1 Obeo Homesite with a style designer FREE
 - 1 Copy of Terri Murphy's Pre-List Package
 - 4 bonus sessions on dialog, technology, driving web traffic and prospecting power tools
 - Unlimited bounce back pass
 - You choice of **one** of the following:
 - Kodak zi8 digital Video Camera
 - Kodak 6150 Printer/Scanner/Fax
 - Active Agent CRM for Outlook

Over \$1500.00 in FREE products and services

VerI Workman Consulting, LLC is a service mark of VerI Workman Consulting, LLC. © 2010 VerI Workman Consulting, LLC. All rights reserved.

Sign up Today

- Besides the 10 Live Coaching Sessions
 - 1 Obeo Homesite with a style designer FREE
 - 1 Copy of Terri Murphy's Pre-List Package
 - 4 bonus sessions on dialog, technology, driving web traffic and prospecting power tools
 - Dave Beson Letter Writer series
 - Unlimited bounce back pass
- **Over \$1500.00 in FREE products and service**