

Tips on how to attract clients, not just sell to them.

Walk. Talk. Sell. Eight Proven Marketing Techniques. Low Tech.
Low/No Cost. Big Returns.

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WALK.TALK.

Eight Proven Marketing Techniques.

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Katrina Belcher

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TECHNIQUE 4: MODEL HOME WALK ‘N TALK

Yes, you guessed it. Read Chapter 3, but apply it to Model Home shows. You’ll actually be talking to the Agent on duty at the Model Homes that are on display. (Now don’t forget—attitude.) Can you imagine going from Model Home to Model Home all day long, checking out the newest styles in homes, home decorating and kitchen gadgets, talking shop with the agent on duty and getting paid for it? Well, start imagining. Just use your Walk ‘N Talk Script.

MODEL HOME WALK ‘N TALK—WHEN?

The best days are Tuesdays, Wednesdays and Thursdays. Why? These agents are usually very busy on Friday, Saturday and Sunday, and closed on Monday. Don’t bug them during these times. Tuesday-Thursday is a real s-l-o-w time for them. Visitors are usually more than welcome. Even if they’re trying to make a sale or just talk shop. Take homemade cookies or doughnuts with you. Good conversation openers.

The best time is between 10:00 am to 5:00 pm. During the day, when most eligible home-buyers are at work, you’ll find two Agents at each site who are bored and have talked each other’s ear off. You’ll be a welcome change.

I should mention that many salespeople love their super-slick, colorful, fancy, beautiful, company issued brochures so much

that they pass them out to anyone who breathes. Rightly so—the company went to a lot of time and expense to have them made up. They probably are beautiful. The problem with these is that they usually end up in the trash. They all look the same. And they cost you a lot of money. I'd like to suggest that you *be different*. If your Company has a newsletter, a pen, a key chain, etc., give them one of those. When's the last time you got a brochure? Last week in the mail? What did you do with it? Uh-huh. That's what I thought—you threw it away. Now, look in the top drawer of your desk—that's it, right in the middle where you keep all your pens, paper clips and pencils. See that pen from XYZ Electric Corp. and that glow-in-the-dark key chain from Joe Smith's Insurance Agency? They may not be used every day. In fact they're a little corny, but guess what? You didn't throw them away, did you? Neither will the people you give them to. Every time they open the drawer and see those little presents, they'll remember you. That's the point.

MODEL HOME SHOWS: WHERE ARE THEY?

To find out where your local Model Home Shows are, go by the local grocery store. You'll usually find a magazine rack for New Homes or New Condos out in front, right next to the newspaper stands. The best part is—they're free! Just grab one of them, plan a route and you'll be busy for at least a couple of weeks with your route. And a lot longer with the business you get.

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