



Selling by Phone Mike Lipsey



Slide 1

Identifying Emerging Markets

Methodical Approach

- Fit to Background
- Identify Growth Industries
 1. Highest Paid
 2. Fastest Growing
 3. Market Specific



Identifying Emerging Markets

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Fastest Growing Industries (National)

#	Industry	Fastest Growing Industries		Percent Change
		2008	2018	
1	Management, scientific, and technical consulting services	1,008,900	1,844,100	83%
2	Services for the elderly and persons with disabilities	584,700	1,016,100	74%
3	Offices of physical, occupational and speech therapists, and audiologists	251,300	392,100	56%
4	Data processing, hosting, and related services	261,600	399,400	53%
5	Home health care services	958,000	1,399,400	46%
6	Specialized design services	143,100	208,700	46%
7	Computer systems design and related services	1,450,300	2,106,700	45%
8	Offices of mental health practitioners (except physicians)	59,100	84,400	43%
9	Other general merchandise stores	1,490,100	2,096,800	41%
10	Medical and diagnostic laboratories	218,500	305,500	40%
11	Offices of all other health practitioners	94,300	129,100	37%
12	Veterinary services	296,500	399,300	35%
13	Lessors of nonfinancial intangible assets (except copyrighted works)	28,200	37,900	34%
14	Waste treatment and disposal	100,900	135,400	34%
15	Offices of physicians	2,265,700	3,037,900	34%
16	Personal care services	621,600	819,100	32%
17	Facilities support services	132,700	173,600	31%
18	Other information services	133,600	174,700	31%
19	Offices of chiropractors	117,900	153,900	31%
20	Software publishers	263,700	342,800	30%
21	Support activities for road transportation	85,600	110,900	30%
22	Support activities for air transportation	167,200	216,600	30%
23	Plumbing, heating, and air-conditioning contractors	982,900	1,267,100	29%
24	Independent artists, writers, and performers	50,400	64,800	29%
25	Offices of dentists	818,800	1,052,200	29%

COMPANY

Fastest Growing Industries (National)

Highest Paying Industries (National)

#	Industry	Average Weekly Wages	Average Annual Wages
1	Sports Teams and Clubs	\$3,557	\$184,954
2	Commodity Contracts Dealing	\$3,407	\$177,178
3	Securities Brokerage	\$3,118	\$162,155
4	Miscellaneous Intermediation	\$3,073	\$159,808
5	Portfolio Management	\$2,969	\$154,364
6	Offices of Other Holding Companies	\$2,806	\$145,904
7	Trust, Fiduciary, and Custody Activities	\$2,749	\$142,937
8	Securities and Commodity Exchanges	\$2,749	\$142,956
9	Commodity Contracts Brokerage	\$2,711	\$140,981
10	Investment Banking and Securities Dealing	\$2,641	\$137,333
11	Open-End Investment Funds	\$2,596	\$134,989
12	Crude Petroleum and Natural Gas Extraction	\$2,592	\$134,791
13	Electronic Computer Manufacturing	\$2,536	\$131,891
14	International Trade Financing	\$2,514	\$130,698
15	Natural Gas Liquid Extraction	\$2,405	\$125,058
16	Electronic Auctions	\$2,351	\$122,237
17	Independent Artists, Writers, and Performers	\$2,311	\$120,157
18	Miscellaneous Financial Investment Activities	\$2,249	\$116,939
19	Computer Terminal Manufacturing	\$2,230	\$115,948
20	Software Publishers	\$2,225	\$115,676
21	Investment Advice	\$2,213	\$115,074
22	Reinsurance Carriers	\$2,212	\$115,047
23	Flavoring Syrup and Concentrate Manufacturing	\$2,186	\$113,681
24	Internet Publishing and Broadcasting and Web Search Portals	\$2,155	\$112,061
25	Custom Computer Programming Services	\$2,109	\$109,685

Highest Paying Industries (National)

Fastest Growing Industries (CA)

#	Industry	Fastest Growing Industries		Percent Change
		2008	2018	
1	Biomedical engineers	3,100	5,600	81%
2	Biochemists and biophysicists	4,800	7,100	48%
3	Medical scientists, except epidemiologists	26,200	38,500	47%
4	Personal and home care aides	346,500	504,700	46%
5	Home health aides	54,300	78,000	44%
6	Physician assistants	8,100	11,500	42%
7	Separating, filtering, clarifying, precipitating, and still machine setters	7,300	10,200	40%
8	Physical therapist aides	5,900	8,100	37%
9	Electrical and electronics repairers, powerhouse, substation, and relay	1,100	1,500	36%
10	Veterinary technologists and technicians	9,400	12,700	35%
11	Veterinarians	5,600	7,500	34%
12	Physical therapist assistants	4,200	5,600	33%
13	Financial examiners	3,100	4,100	32%
14	Computer software engineers, applications	80,900	106,100	31%
15	Emergency medical technicians and paramedics	14,300	18,700	31%
16	Medical assistants	76,100	99,400	31%
17	Medical equipment repairers	4,000	5,200	30%
18	Radiation therapists	2,000	2,600	30%
19	Skin care specialists	4,100	5,300	29%
20	Surgical technologists	8,900	11,500	29%

Fastest Growing Industries (CA)

Highest Paying Industries (CA)

#	Industry	Average Hourly Wages	Average Annual Wages
1	Anesthesiologists	\$80.00+	\$166,400+
2	Athletes and Sports Competitors	N/A	\$166,400+
3	Chief Executives	\$80.00+	\$166,400+
4	Dentists, All Other Specialists	\$80.00+	\$166,400+
5	Internists, General	\$80.00+	\$166,400+
6	Judges, Magistrate Judges, and Magistrates	\$80.00+	\$166,400+
7	Obstetricians and Gynecologists	\$80.00+	\$166,400+
8	Oral and Maxillofacial Surgeons	\$80.00+	\$166,400+
9	Physicians and Surgeons, All Other	\$80.00+	\$166,400+
10	Psychiatrists	\$80.00+	\$166,400+
11	Surgeons	\$80.00+	\$166,400+
12	Family and General Practitioners	\$77.37	\$160,900
13	Pediatricians, General	\$75.69	\$157,400
14	Orthodontists	\$72.68	\$151,200
15	Lawyers	\$68.12	\$141,700
16	Architectural and Engineering Managers	\$66.68	\$138,700
17	Natural Sciences Managers	\$66.48	\$138,300
18	Computer and Information Systems Managers	\$64.42	\$134,000
19	Marketing Managers	\$63.15	\$131,400
20	Dentists, General	\$61.02	\$126,900

Highest Paying Industries (CA)

Identifying Emerging Markets

Selecting Market

- Validate Through Additional Research
- NOT Aggressively Being Pursued
- Determine Depth of Group
- Identify Logical Process
- Fit for your Team
- GROWTH INDUSTRIES: 250 – 500
Prospects (Sweet Spot)



Identifying Emerging Markets

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Fastest Growing Industries (National)

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 American Association for Homecare
Caring that Feels Right at Home



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Stand Up for Homecare on April 10

Threats to the homecare community are coming from lawmakers and regulators who cling to false, negative, outdated perceptions of homecare providers. The [Stand Up for Homecare campaign](#) is changing those perceptions on Capitol Hill, inside government agencies, and in the media. The campaign is also educating the public on just what is at stake for them, their friends, and family members. It's also getting people to act.

The campaign's most important fundraisers are the Stand Up for Homecare receptions at [Medtrade](#). For as little as \$150, you receive a ticket to the biggest networking event in the homecare community. Rub elbows with key leaders, hear the latest news concerning homecare, and enjoy a relaxing evening with food, drinks, and good conversation in one of Las Vegas' most beautiful hotels. Join us on April 10!

[Register Now](#)
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Save HME

STAND UP FOR HOMECARE FUNDRAISER RECEPTION AT MEDTRADE
TUESDAY, APRIL 10, 5:30 - 7:00 P.M.
THE VENETIAN, LAS VEGAS, NEVADA

WHAT'S NEW

- ▶ [Submit Competitive Bidding Feedback](#)
- ▶ ["Focus on Compliance" Series to Begin at Medtrade Spring, April 10](#)
- ▶ [Photos from the 2012 Washington Legislative Conference](#)
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- ▶ [Market Pricing Program Letter to Conferees](#)
- ▶ [Ask Your Members of Congress to Include MPP in Legislation](#)
- ▶ [Section-by-Section Summary of DMEPOS Market Pricing Program](#)

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Use this directory if you are searching for a homecare business that provides home health services, equipment, products, supplies or other related items.

Company Name

Work State/Province

Demographics
Please hold down the CTRL (PC) or Command (Mac) key and click to select more than one value

Match values

Match fields

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Search results: Your search returned **368** results .

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Company	Address/Phone	
180 Medical, Inc. Click for Web Site	5324 W. Reno, Ste. A Oklahoma City, OK 73127 877-688-2729	Map Address Detail View
A & A Home Health Equipment Click for Web Site	3080 East Reed Road Greenville, MS 38703 662-332-5656	Map Address Detail View
Ability Medical Supply, Inc. Click for Web Site	4654 North Hiatus Rd. Sunrise, FL 33351 954-572-7603	Map Address Detail View
Able Care Health Equipment, Inc. Caring Nurses Home Health Inc. Click for Web Site	5911 NW Barry Rd Kansas City, MO 64154 816-587-4640	Map Address Detail View
Absolute Medical Click for Web Site	2550 Eisenhower Ave., Ste. 205 Norristown, PA 19403 484-831-5488	Map Address Detail View
Active Healthcare, Inc Click for Web Site	9104 Falls of Neuse, Ste. 100 Raleigh, NC 27615-1937 919-870-8600	Map Address Detail View
ActivStyle, Inc. Click for Web Site	3100 Pacific Street, N. Minneapolis, MN 55411 612-520-9333	Map Address Detail View

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KMESA 2013 Fall Conference

MON, SEPTEMBER 16 12:00AM – WED, SEPTEMBER 18, 2013 12:00AM
The Clarion Hotel - Lexington, KY 40511 | [Location](#)

KMESA will only hold one main educational conference in 2013

2013 Fall Conference

September 16, 17, 18, 2013

The Clarion Hotel
1950 Newtown Pike
Lexington, KY 40511
PH: (859) 233-0512

Attendee Registration Flyers will be published to the website the week 08/01/2013. Registratiton Flyers will be mailed out to all KMESA HME members and Exhibitor Prospectus & Registration flyers will be emailed to all KMESA Associate members, exhibitors & sponsors by August 1, 2013.

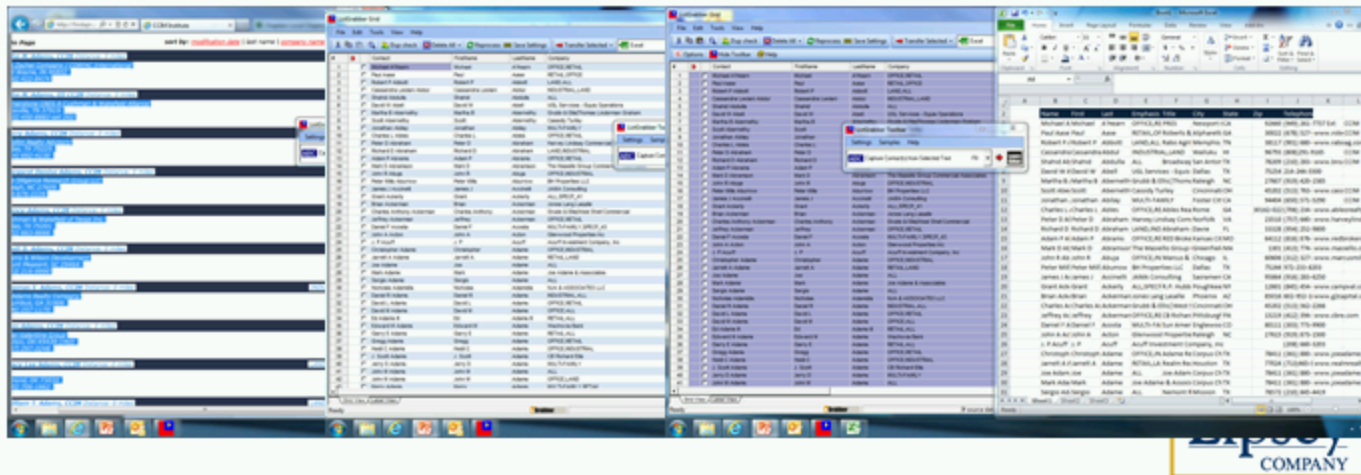
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Identifying Emerging Markets

Identifying Emerging Markets

List Grabber (Building A Database)

- Grab Content from Online Directories
- Import into Excel and CRM Systems



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The screenshot displays the IGAF Worldwide website, which is an association of independent firms. The header includes the IGAF logo, navigation links for Member Login, Contact Us, and Site Map, and the date June 22, 2009. The main content area is titled 'MEMBERS >> MEMBER DIRECTORY' and lists three entries for 'BERKOWITZ DICK POLLACK & BRANT', each with contact information for different locations (Boca Raton, Fort Lauderdale, and Miami). A 'ListGrabber Toolbar' is overlaid on the page, showing a search bar with the text 'Select All and Capture Contact(s)' and a 'Grab' button. The sidebar on the left contains a navigation menu with links to HOME, ABOUT IGAF, MEMBERS, SERVICES, and NEWS & EVENTS, as well as a 'QUICK FIND' section with links to 'Becoming a Member', 'Events Calendar', 'Member Directory', and 'Annual Report'. A 'SEARCH' button is also present at the bottom of the sidebar.

IGAF WORLDWIDE An Association of Independent Firms

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IGAF Worldwide

JUNE 22, 2009

MEMBERS >> MEMBER DIRECTORY

BERKOWITZ DICK POLLACK & BRANT
Certified Public Accountants & Consultants, LLP
5100 Town Center Circle
Suite 430
Boca Raton, FL 33486
United States
phone: (+) 1-561-361-2000
fax: (+) 1-561-361-2005
John G. Ebenger
bdob@bdob.com

BERKOWITZ DICK POLLACK & BRANT
Certified Public Accountants & Consultants, LLP
515 East Las Olas Blvd.
Fifteenth Floor
Fort Lauderdale, FL 33301
United States
phone: (+) 1-954-712-7000
fax: (+) 1-954-712-7070
Richard A. Berkowitz
bdob@bdob.com

BERKOWITZ DICK POLLACK & BRANT
Certified Public Accountants & Consultants, LLP
200 South Biscayne Blvd.
Sixth Floor
Miami, FL 33131
United States
phone: (+) 1-305-379-7000
fax: (+) 1-305-379-8200

HURST
LIVERPOOL / STOCKPORT
UNITED KINGDOM

QUICK FIND

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SEARCH

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Select All and Capture Contact(s) F8

Grab

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[illegible]

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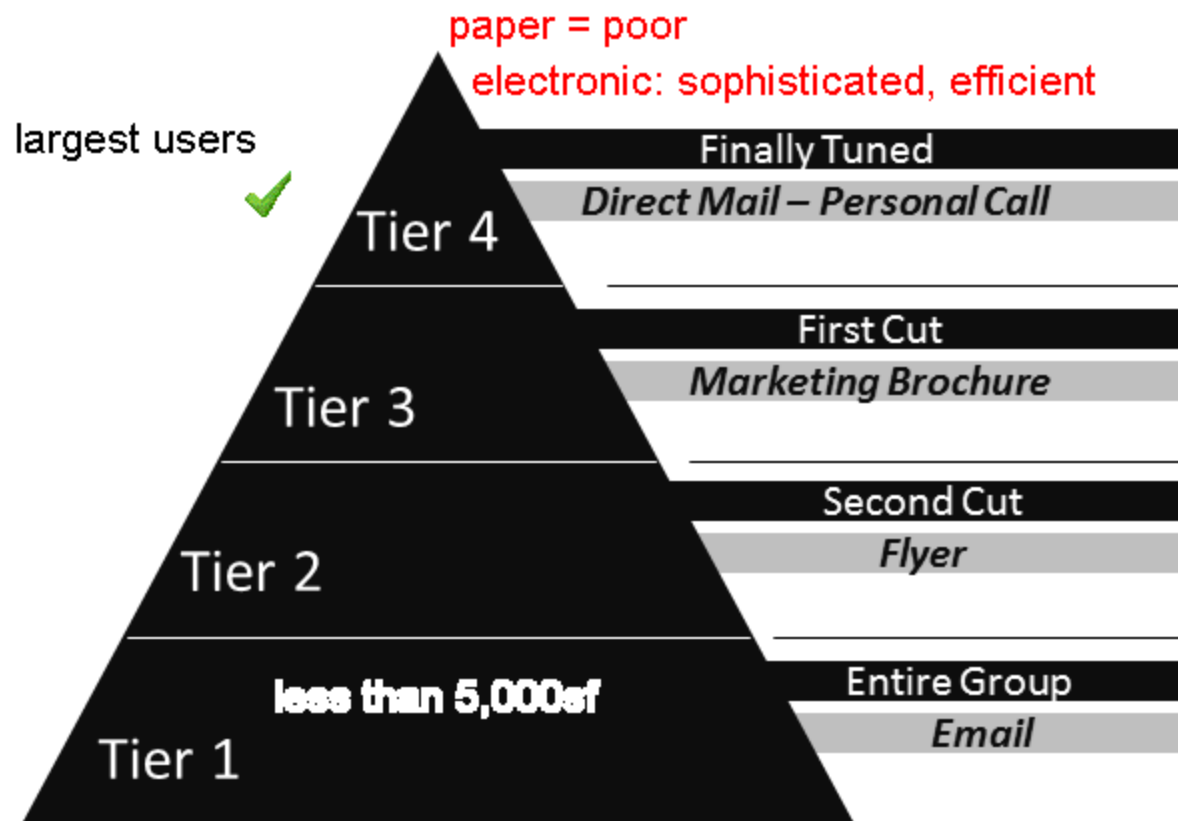
The screenshot displays two software applications side-by-side. On the left is 'ListGrabber Grid', which shows a list of contacts with columns for Contact, Firstname, Lastname, and Company. On the right is 'Microsoft Excel', which shows a spreadsheet with columns for Name, First, Last, Emphasis, Title, City, State, Zip, and Telephone. A 'ListGrabber Toolbar' is visible over the Excel window, with a button labeled 'Transfer Lists to Excel or CRM' highlighted. An arrow points from this button to the text 'Identifying Emerging Markets' at the bottom of the slide.

Contact	Firstname	Lastname	Company
1	Michael A	Yearn	OFFICE,RETAIL
2	Paul Aase	Aase	RETAIL,OFFICE
3	Robert P	Abbott	LAND,ALL
4	Cassandra Leslie	Abdul	INDUSTRIAL,LAND
5	Shahid	Abdulla	ALL
6	David W	Abell	UGL Services - Equis Operations
7	Martha B	Abernethy	Grubb & Ellis/Thompson & Thompson
8	Scott	Abernethy	Grubb & Ellis/Thompson & Thompson
9	Jonathan	Abley	Grubb & Ellis/Thompson & Thompson
10	Charles L	Abley	Grubb & Ellis/Thompson & Thompson
11	Peter D	Abraham	Grubb & Ellis/Thompson & Thompson
12	Richard D	Abraham	Grubb & Ellis/Thompson & Thompson
13	Adam P	Abrams	Grubb & Ellis/Thompson & Thompson
14	Mark D	Abramson	Grubb & Ellis/Thompson & Thompson
15	John R	Abuja	Grubb & Ellis/Thompson & Thompson
16	Peter Mills	Aburrow	Grubb & Ellis/Thompson & Thompson
17	James J	Accinelli	Grubb & Ellis/Thompson & Thompson
18	Grant	Ackerly	Grubb & Ellis/Thompson & Thompson
19	Brian	Ackerman	Grubb & Ellis/Thompson & Thompson
20	Charles Anthony	Ackerman	Grubb & Ellis/Thompson & Thompson
21	Jeffrey	Ackerman	Grubb & Ellis/Thompson & Thompson
22	Daniel F	Acosta	Grubb & Ellis/Thompson & Thompson
23	John A	Acton	Grubb & Ellis/Thompson & Thompson
24	J. P	Acuff	Grubb & Ellis/Thompson & Thompson
25	Christopher	Adame	Grubb & Ellis/Thompson & Thompson
26	Jarrett A	Adame	Grubb & Ellis/Thompson & Thompson
27	Joe	Adame	Grubb & Ellis/Thompson & Thompson
28	Mark	Adame	Grubb & Ellis/Thompson & Thompson
29	Sergio	Adame	Grubb & Ellis/Thompson & Thompson
30	Nicholas	Adams	Grubb & Ellis/Thompson & Thompson
31	Daniel R	Adams	Grubb & Ellis/Thompson & Thompson
32	David L	Adams	Grubb & Ellis/Thompson & Thompson
33	David W	Adams	Grubb & Ellis/Thompson & Thompson
34	Ed	Adams	Grubb & Ellis/Thompson & Thompson
35	Edward W	Adams	Grubb & Ellis/Thompson & Thompson
36	Garry E	Adams	Grubb & Ellis/Thompson & Thompson
37	Gregg	Adams	Grubb & Ellis/Thompson & Thompson
38	Heidi C	Adams	Grubb & Ellis/Thompson & Thompson
39	J. Scott	Adams	Grubb & Ellis/Thompson & Thompson
40	Jerry D	Adams	Grubb & Ellis/Thompson & Thompson
41	John W	Adams	Grubb & Ellis/Thompson & Thompson

Name	First	Last	Emphasis	Title	City	State	Zip	Telephone
Michael A	Michael	A'Hearn	OFFICE,RE	PRES	Newport	CA	92660	(949) 261-7737 Ext CCIM
Paul Aase	Paul	Aase	RETAIL,OF	Roberts & Alpharett	GA		30022	(678) 527- www.robr CCIM
Robert P	Robert P	Abbott	LAND,ALL	Rabo Agri	Memphis	TN	38117	(901) 680- www.raboag.com
Cassandra	Cassandra	Abdul	INDUSTRIAL,LAND	Wailuku	HI		96793	(808)291-9165 CCIM
Shahid Ab	Shahid	Abdulla	ALL	Broadway San Antor	TX		78209	(210) 283- www.bro CCIM
David W A	David W	Abell	UGL Services - Equis	Dallas	TX		75254	214-244-5500
Martha B	Martha B	Abernethy	Grubb & Ellis	Thom	Raleigh	NC	27607	(919) 420-1585
Scott Aber	Scott	Abernethy	Cassidy Turley	Cincinnati	OH		45202	(513) 763- www.cass CCIM
Jonathan	Jonathan	Abilay	MULTI-FAMILY	Foster Cit	CA		94404	(650) 571-5290 CCIM
Charles L	Charles L	Ables	OFFICE,RE	Ables Rea Rome	GA		30162-022	(706) 234- www.ablesrealty.c
Peter D A	Peter D	Abraham	Harvey Lindsay	Com	Norfolk	VA	23510	(757) 640- www.harveylinds
Richard D	Richard D	Abraham	LAND,IND	Abraham - Davie	FL		33328	(954) 252-9800
Adam P A	Adam P	Abrams	OFFICE,RE	ED Broke Kansas Cit	MO		64112	(816) 876- www.redbrokerag
Mark D A	Mark D	Abramson	The Masiello Group	Greenfield	MA		1301	(413) 774- www.masiello.com
John R Ab	John R	Abuja	OFFICE,IN	Marcus &	Chicago	IL	60606	(312) 327- www.marcusmillic
Peter Mill	Peter Mill	Aburrow	BH Properties LLC	Dallas	TX		75244	972-233-8203
James J A	James J	Accinelli	JAMA Consulting	Sacramen	CA		95864	(916) 283-6250
			ALL,SPEC	R.P. Hubb	Poughke	NY	12601	(845) 454- www.campval.com
			Jones Lang	Lasalle	Phoenix	AZ	85016	602-952-1r www.g2capital.co
			Grubb & Ellis	West	Cincinnati	OH	45202	(513) 562-2266
			OFFICE,RE	CB Richa	Pittsburg	PA	15219	(412) 394- www.cbre.com
			MULTI-FAM	Sun Amer	Englewoo	CO	80111	(303) 773-9900
			Glenwood	Propertie	Raleigh	NC	27615	(919) 873-1500
			Acuff Investment	Company, Inc				(208) 660-3203
			OFFICE,IN	Adame Re	Corpus Ch	TX	78411	(361) 880- www.joeadame.cc
			RETAIL,IA	Realm Re	Houston	TX	77024	(713)465- www.realmrealty.c
			ALL	Joe Adam	Corpus Ch	TX	78411	(361) 880- www.joeadame.cc
			Joe Adame & Associ	Corpus Ch	TX		78411	(361) 880- www.joeadame.cc
			ALL	Nemont R	Mission	TX	78572	(210) 845-4419

Identifying Emerging Markets

Identifying Emerging Markets



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Identifying Emerging Markets

Just Make the Call

“There is a relationship
between your success and
threshold to embarrassment.”



Just Make the Call

Just Make the Call

Mike's Routine

1. Just Make the Call Mantra
2. Call List on Desk
3. Audio Books
 - Tom Peters
 - Malcolm Gladwell
4. Up Early



Just Make the Call

Just Make the Call

Mike's Routine

5. Exercise
6. Starbucks
7. "Just Make the Call" Capsule
No Later then 7:45 AM
8. Continuous Improvement

our best improvement: the number of people we direct to
our website when we speak to them



Just Make the Call

Just Make the Call

Mike's Routine

9. Allow Three Hours

10. Just Call Until Just Done



Just Make the Call

Just Make the Call

Mike's Tips

1. Stand
2. Headset
3. CRM – ACT!, ClientLook
4. Call List Day Before
 - 25 Just Call List



Just Make the Call

Just Make the Call

Mike's Tips

- 5. Know Your Call Ratio
- 6. Know Your Call Back Ratio
- 7. Automate
- 8. Anytime is a Good Time



Just Make the Call

Just Make the Call

Mike's Tips

- 9. Pace Yourself
- 10. Allow Time for Return Calls
- 11. Forward Your Cell Phone
- 12. Leverage Your Team



Just Make the Call

Just Make the Call

Mike's Tips

13. Get Motivated

- Brian Tracy
- Tony Robbins

14. Energy & Enthusiasm



Just Make the Call

Just Make the Call

Four C's

Confident

Comfortable

Concise

Conversational



Just Make the Call

Just Make the Call

Know Your Ratios

25 Calls

- 5 Conversations (5:1)
- 3 Call Backs (8:1)



Just Make the Call

Just Make the Call

Flash Calls

"Flashes of inspiration are often times the best calls of the day." – Mike Lipsey



Just Make the Call

Just Make the Call

“Do it now!” – Brian Tracy

“Grow the solar system,
narrow the universe.”
– Mike Lipsey



Just Make the Call

Eight Step Process

1	RESEARCH
2	GETTING PAST THE GATEKEEPER
3	INTRODUCTORY BENEFIT STATEMENT ✓
4	TRANSITION
5	RUN CLEAR
6	OPEN PROBE / CLOSED PROBE ✓
7	SET THE MEETING / DOCUMENT
8	FOLLOW UP / PREPARE

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Eight Step Process

Just Make the Call

1. Research

- Industry
- Company
- Individual



Just Make the Call

Just Make the Call

2. Getting Past The Gatekeeper

- Direct Mail
- Comparable
- Article
- Association
- Referral
- Recent Announcements



Just Make the Call

Just Make the Call

CRM (Contact Management System)

- "Best Database Wins"
- An Essential Tool
- Manage All Personal and Team Activity
- Include, Schedule, Track and Update



Just Make the Call

Just Make the Call

3. Introductory Benefit Statement

- Mission Statement Integration
- Recently Announced Business Initiatives



Just Make the Call

Just Make the Call

4. Transition

- Asking the Perfect Question



Just Make the Call

RUN CLEAR WORKSHEET

Category	Description
R	Resources
U	Urgency
N	Needs
C	Causes
L	Loyalty
E	Expectations
A	Authority
R	Revenue

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RUN CLEAR WORKSHEET

Category	Description	Score
R		1 2 3 4 5
U		1 2 3 4 5
N		1 2 3 4 5
C		1 2 3 4 5
L		1 2 3 4 5
E		1 2 3 4 5
A		1 2 3 4 5
R		1 2 3 4 5
Total	Range 8 – 40	—

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RUN CLEAR WORKSHEET

Category	Description	Score
R	Prospects company is growing, sales increased 11% last 12 months.	1 2 3 4 5
U	Lease expires in 12 months. Space no longer works.	1 2 3 4 5
N	Currently in 5,000 SF – Needs an additional 4,000 SF – Needs Amenities	1 2 3 4 5
C	Issues with billing. Existing location lacks amenities. Not enough parking.	1 2 3 4 5
L	No relationship with other brokers.	1 2 3 4 5
E	Efficient space, improve their image and control costs	1 2 3 4 5
A	Managing partner, in charge of finding a new space.	1 2 3 4 5
R	9,000 SF Lease (5 Year Term) = ± \$36,000 Commission	1 2 3 4 5
Total	Range 8 – 40	32

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6. Open Probe / Closed Probe

Step 4: **Closed Probe Tactical** (CPT)

- Closed Question Specific to Real Estate

Step 3: **Open Probe Tactical** (OPT)

- Open Question Specific to Real Estate

Step 2: **Closed Probe Strategic** (CPS)

- Closed Question Specific to Business Practice

Step 1: **Open Probe Strategic** (OPS)

- Open Question Specific to Business Practice

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6. Open Probe / Closed Probe

6. Open Probe / Closed Probe

Questioning Techniques

"What do you look for..?"

"What have you found..?"

"What has been your experience..?"

"How have you successfully used..?"

"How do you propose..?"



6. Open Probe / Closed Probe

6. Open Probe / Closed Probe

Questioning Techniques

"How do you determine..?"

"Why is that a deciding factor..?"

"What makes you choose..?"

"What do you like about..?"

"Are there other factors..?"



6. Open Probe / Closed Probe

7. Set the Meeting / Document

The Way Forward

- Meeting (In vs. Out of Town)
- Needs Analysis Webinar
- Proposal
- Presentation
- Additional Requirements
- Follow Up Email



7. Set the Meeting / Document

7. Set the Meeting / Document

Close (Techniques)

- Calendar Close
- Alternative Choice Calendar Close
- Action Close



7. Set the Meeting / Document

7. Set the Meeting / Document

Set the Meeting/Document

- Using CRM, Document..
 - Phone Call
 - Follow Up
 - Email



7. Set the Meeting / Document

Just Make the Call

8. Follow Up/Prepare for Meeting

- Hand Written Note
- Coffee or Lunch Invitation
- Phone Call
- Personalized Email
- Pop In



Just Make the Call

Just Make the Call

Voicemail Etiquette

- Speak Distinctly
- Get to the Point
- Four Sentence Limit
- Revolving Door



Just Make the Call

Just Make the Call

“Strong relationship between
2013 earning & disciplined Just
Make the Call program.”
- Mike Lipsey



Just Make the Call