

POWER PROSPECTING: INCREASING YOUR REFERRAL SOURCES WITHOUT COLD CALLING



About the Instructor

Pat Sherlock, President of QFS Sales Solutions, is a **recognized expert in mortgage sales** origination best practices. She is a 25-year veteran of mortgage banking—a former head of secondary marketing and sales at national mortgage companies. She authored a best-selling book for the MBA – **“Reaching the Top of Your Game: Best Practices of the Top Mortgage Originators”** and is a **featured speaker** at real estate conferences and webinars for the MBA.

Webinar Overview

In the last few years, **prospecting for referral sources has changed dramatically**. What worked before is not working now for many originators. Real estate agents **don't even sit in a real estate office as they once did**. Prospecting to develop new referral sources takes a more dynamic approach and is why this live webinar is a must attend. This prospecting series has four sessions -- once a week for 90 minutes. You will be given homework and feedback by the instructor. Questions can be asked during the live webinar.

The webinar will cover the following:

Session 1

Who to Target & Warming up Prospecting Calls

- The One Thing that changed in Developing Referral Sources: What Prospecting Math Looks Like Now
- Targeting Your Ideal Prospect in 2017: Easy Steps to Determining your Comfort Zone
- Stress-free Way to Find & Make New Contacts: From Personal to Digital
- Impact Order of Referral Sourcing
- 2 Prospecting Law Secrets

Session 2

Diving Deeper: Mastering the Message

- Why should a Realtor Select You?
- **What Prospects Don't Want to Hear**
- What Makes You Special?
- How Realtors form Opinions of You
- Identifying your Value Proposition: 3 Questions You Need to Ask & Branding

Session 3

Putting a Campaign Together

- 9 Potential Execution Opportunities
- Pushing vs Pull Marketing Strategies
- Right Sequences for Prospecting
- Building a Relationship through Social Media
- Value of Trigger Points

Session 4

Time Blocking, Overcoming Objections

- Choices You Make Each Day
- Are You in Email Prison?
- Scripts That Work for Phone, Email, etc.
- Mental Side of Selling
- Making the Commitment

For more information, call 800-875-0222 or email psherlock@qfsconsulting.com.

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