

50 People I "F.O.R.D.ed" this week

Opportunities to use FORD: Face to Face Meetings, Phone Calls, Open Houses, Floor Calls, Social Events

1	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____
7	_____	_____
8	_____	_____
9	_____	_____
10	_____	_____
11	_____	_____
12	_____	_____
13	_____	_____
14	_____	_____
15	_____	_____
16	_____	_____
17	_____	_____
18	_____	_____
19	_____	_____
20	_____	_____
21	_____	_____
22	_____	_____
23	_____	_____
24	_____	_____
25	_____	_____

F.O.R.D

System for Rapport Building, prospecting, and Negotiating

Family/Friends

Occupation

Recreation

Dreams (goals)

5-Step Calling Process

1. Salutation
2. Look for Common Ground - F.O.R.D
3. Purpose of my call - one of the 12 reasons listed below
4. End on Common Ground - F.O.R.D
5. Keep calls to 3-5 Minutes Max



Have a Reason to Call that Adds Value to the Customer

- | | |
|---|--|
| 1 Sellers - update | 7. Birthdays |
| 2 UnderContract Buyers - update | 8. 8 in 8 system |
| 3 Active Buyers - update | 9. Thank you, Congrats, Thinking of you, etc |
| 4 Recent Closed customers - do you need anything? | 10. Annual market update |
| 5 Referral Sources - thank you and update on progress | 11. Have's and Wants" |
| 6 Anniversairies "Guess what we were doing 7 yrs ago' | 12. Ticket and Give aways |

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Opportunities to use FORD: Face to Face Meetings, Phone Calls, Open Houses, Floor Calls, Social Events

26	_____	_____
27	_____	_____
28	_____	_____
29	_____	_____
30	_____	_____
31	_____	_____
32	_____	_____
33	_____	_____
34	_____	_____
35	_____	_____
36	_____	_____
37	_____	_____
38	_____	_____
39	_____	_____
40	_____	_____
41	_____	_____
42	_____	_____
43	_____	_____
44	_____	_____
45	_____	_____
46	_____	_____
47	_____	_____
48	_____	_____
49	_____	_____
50	_____	_____

F.O.R.D

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