

# LAUNCH SPRINT

There are 3 main objectives that you need to work on to get the most out of your connections made through this Marketing Event opportunity.

# 1

Review the landing page and become conversationally familiar with the details. Next, look at your Prospect Tracker and see if there is anyone that you have spoken with that mentioned **MARKETING** in your conversations together. The Fusion Event is giving you an opportunity to have a “business building” conversation with agents in your market. This method allows you to connect without being intrusive but at the same time build value and increasing rapport!

# 2

Speaking of Prospect Tracker, clean up your list! Get rid of the people who are not a fit for your brokerage, **HOWEVER**, they must be replaced with recruits who are anxious to grow! To replace them look at recent transactions, talk to your team leaders, ask your vendors who they think may be a good fit, and get your brand ambassadors involved! Take a look at what companies are pushing all of the marketing responsibilities off to their agents and invite them to be more effective in how they are spending their marketing dollars. Look at social media and see who is active and marketing. Get connected!

# 3

Over the next 7-10 days reach out or have your designated staff member reach out to everyone on your **UPDATED** Prospect Tracker. Use the scripts or formulate your own. If you come up with an effective one **SHARE IT** in our group! The key is to make connections and have fun sharing information about Neal and how much he can help them with their business. The key to growing your relationship with your recruits is to **ACT NOW!**