

My Quick Start Programme

Prospecting Plan

—
by Peter Gilchrist

A note from Peter

Prospecting is the most important thing you need to do!

This document may well be the most important aspect of this course!

Do the work!

Do not plan on doing this later on, rather do it as you go along through the Prospecting modules and complete it as thoroughly as you can! If you get stuck, or don't know what to do, as your mentor, your manager, and if you have neither, send us an email at support@petergilchrist.com.au and we will

Scribble – highlight – redo... until you get it right. Go through all of the Prospecting Lessons, use your Prospecting 101 Workbook, use everything you have learnt, and complete the planner as you go along!

Transfer your final thoughts and ideas to the:

- **To do list**
- **7 – day planner**
- **12 – month plan**

Do this as you go along, you will find it easier if you do it this way, this ensures that you will be ready to submit your plan at Lesson 23. Lesson 23 will only be marked complete, when you have uploaded this plan as an assignment. You will not be marked on this, but if you would like feedback, you can ask your manager or mentor, and if you don't have either, again, you can contact us.



Remember to hand this plan over to your manager, if you have one, or show it to a prospective employer at your interview. You have an entire 12-month prospecting plan to use as you go!

Best wishes,



Peter Gilchrist.

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My Personal Brand

You need to understand who you are, as a brand, before you can start marketing and Prospecting. Think about the following 3 things. You can go to www.scriptsclub.com.au and look under the Awareness and Prospecting topics, for more on the below.

My Core Brand Values are: (what does my brand stand for?)

You see my brand (substantiators): (What are the images you see?)

The personality of my brand is: (What does it feel like?)

My Personal Website:

Yes ☐ No ☐

Who will do it for me? _____

What do I need for it:

- -
 -
 -
 -
- -
 -
 -
 -

By when? _____

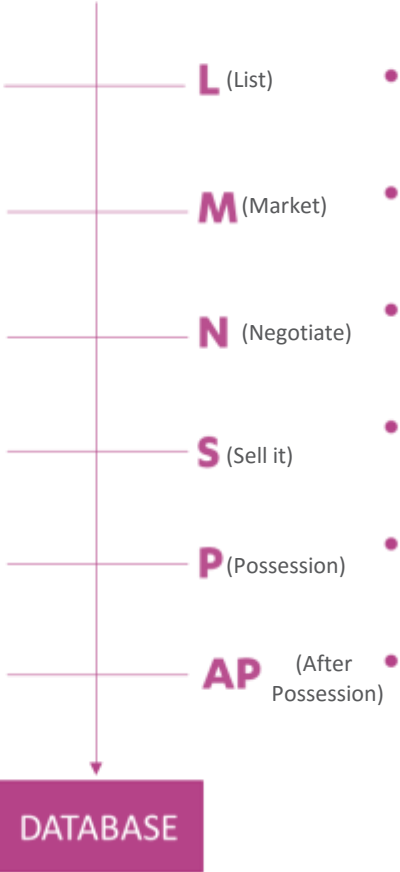
Yes, this is an expense, but worthwhile!

Getting more referrals

Touchpoints
Added Value

-
-
-
-
-
-

My WOW Checklist



-
-
-
-
-
-

Database (Outsource this – you don't have the time!)

What do I need to do to get my database started? Tip: try www.freelancer.com.au to do the work to get a database for your area:

Segmentation needed:

How will I get this done ASAP?

What training do I need?

I have a call forward system in place

Yes

☐

No

☐

What needs to happen here:

I have _____ people that can go on my database.

I will grow it to _____ by _____

Conversations (Database Continued)

Who will do my EDM's for me? _____

What system will I use for these mail outs? _____

This may not be appropriate on Day 1, but ASAP!

Video

I need to get the following done:

- | | |
|---|---|
| • | • |
| • | • |
| • | • |

How will you do them (Outsource?)

-
-

Transfer to 12 month plan

EDM's for 12 months:

- | | | |
|---|---|---|
| • | • | • |
| • | • | • |
| • | • | • |
| • | • | • |

Transfer to 12 month plan

Texts

How will you use texts?

Other ideas throughout the year to your database:

- | | |
|---|---|
| • | • |
| • | • |

Transfer to 12 month plan

BDM (Farm area)

Delivery

(Letterboxes – Choose from Prospecting 101)

- | | | |
|---|---|---|
| • | • | • |
| • | • | • |
| • | • | • |
| • | • | • |

Transfer
to 12
month
plan and
to do list

Doorknocking

I commit to weekly

Transfer
to weekly
plan

Tools I will need for doorknocking (choose from Prospecting 101):

- | | |
|---|---|
| • | • |
| • | • |
| • | • |

Summarise
in "to do"
list

There are _____ homes in my farm area.

I have _____ names, addresses and phone numbers for my farm area.

I will grow this to _____ by _____

Remember – Don't call your database – market to them brilliantly and use that time to call and get more e-mails!

Existing Enquiry (Pipeline and Open Days)

I have a Call Forward System in place and use it daily Yes ☐ No ☐

Or I need to:

Open day scripts to find sellers Yes ☐ No ☐

I have the pre-listing script off pat Yes ☐ No ☐

Greenfielding

House Centric Marketing (Use the Prospecting 101 manual and go to www.scriptsclub.com.au and choose Prospecting topic)

My intention here is to:

1. Call around _____ homes for each listing.
2. D/L _____ homes each listing

Required here:

Download the
MyScriptsAPP
off the google
or apple store

Other prospecting methods I will use –

Refer to Prospecting 101 Manual

	Required for me to be able to do this
1. Personal Notes	
2. Xmas Trees	
3. Call ins	
4. Happening in your area	
5. Rubbish Pick Up	
6. Movie Nights	
7. Eric's Card	
8. Eric's Script to Tradies	
9. Mass Prospecting - Sellers Evening	
10.	
11.	
12.	
13.	
14.	
15.	
16.	
17.	

I need to pick up the phone!

Yes, I have the correct time in my diary each day

☐

I have sorted where I will do this

☐

No-one else puts times in my diary

☐

I have a CFS in place and use it

☐

The first calls I make are those in my CFS

☐

I am obsessed with getting my call time done

☐

I am obsessed with growing my database

☐

My blind spots (the things I have to look for that will hold me back)

What do I KNOW gets in the way generally

•

•

•

•

•

•

How will I handle this in the future

•

•

•

•

•

•

PG Coaching Ideal Prospecting Plan

Database

1. You have your own website
2. You use ad words in your area
3. You have set up your EDM system. Goes to W/S and FB
4. You have someone creating and sending EDM's
5. You have the 4 video's done and on your website
6. You send a market update video monthly to your database
7. You have a plan for other EDM's and videos

Existing Enquiry

1. Your focus is on listings at open days. 2nd question
2. PA's all trained and know how to find listings
3. Your pipeline is visual and set up for 12 months
4. Pipeline all in CFS and first people you call in prospecting time

House Centric Prospecting

1. Scripts all written and learnt
2. D/L card system organised and automatic
3. Outsourced if necessary or PA
4. As you call you look for new data

Growing the Database

1. You are focused on getting new data
2. Don't call database – call new listings
3. Farm area
 - a. Door knocked every home
 - b. Phone numbers and e-mails for every home!

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7 Day Planner

MON		TUE		WED		THU	
8:00		8:00		8:00		8:00	
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12 Month Plan – Example

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Advocates	P Call Happy NY Prox Cards Video Update What's on	P Note Prox Cards Video Update Update What's on	Easter Card Movie Night Prox Cards Video Update What's on	P Call Prox Cards Video Update What's on	Prox Cards Video Update Update What's on	Prox Cards Video Update Update What's on	P Call Winter Gift Prox Cards Video Update What's on	Video Update What's on	Video Update What's on	P Call Video Update What's on	Xmas Party Video Update What's on	Call Merry Xmas Gift Video Update Update What's on
AAA	P Note NY Card Prox Cards		Easter Card Movie Night	P Note			P Note Winter Note Pro Cards			P Note	Xmas Party & Gift	
AA	NY Card Prox Cards	P Note	Easter Card Movie Night		P Note		Winter Card	P Note			Xmas Party P Note Xmas Card	
A	NY Card Prox Cards		Easter Card Movie Night				Winter Card		Rubbish Collection in Farm Area		Xmas Card	
Buyers	NY Card Prox Cards		If you can Easter Card				Winter Card				Xmas Note	
Sellers	NY Card Prox Cards		Easter Gift Movie Night				Winter Card				Xmas Note	
All	NY Card Prox Cards	F Cards	Movie Night Prox Card	Prox Cards	Prox Cards	Prox Cards	Booster Winter Card Prox Cards	Booster Pro Cards	Spring Seeds & Note Prox Cards	Prox Cards	Prox Cards	Prox Cards

12 Month Plan

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Get in touch

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**A mind that is
stretched by a new
experience can never
go back to its old
dimensions**