

What's Working - What's Not

Right now, the primary concern of both managers and producers is getting in touch with both clients and prospects. In some agencies, our orphan client files are woefully inadequate regarding the most up-to-date phone numbers and those are high on our frustration lists.

In traveling the country, I meet lots of people who share the same issues. I get to hear the best ideas and repeat the ones that work. So here is what is going on. Many of you will be unsurprised at what I'm hearing, but uncomfortable with how much you need to change your prospecting and phoning behavior to make a dent in your 2016 calls.

1. Dialing 700 times a week doesn't work. It hasn't ---for years. But I'm still meeting rookies who have tried this method at the insistence of their manager, who was successful starting THEIR practice this way. Yes, decades ago.
2. Only texting OR only phoning doesn't work. You need to MIX IT UP between technology, phoning and personal face-to-face marketing. No one methodology is the Holy Grail. I have people on every side of this triangle who are committed to just ONE idea. You have to use all three.
3. Sitting in the office won't get you in front of new people. You need to be AWAY from your office - with groups of new people, or one-on-one with someone - to increase your prospect list. Buying lists and obsessing over Linked In are not the answer.
4. Linked In works - when used properly and not exclusively. Hours and hours on Linked In means you're leaning on technology.
5. Hide your printed business cards. When someone asks for a card, tell them you only use an electronic one since people prefer it. Then ask them for their phone number, get them in your phone and send them your contact info. Before you walk away from them, ask for an appointment, a follow up call or ask when you can follow up.
6. Check how you look in your own phone as a contact. Send it to a colleague's phone. Sometimes your address will repaginate in a weird way from a Samsung phone to an iPhone. Do a test on different phones so you can get it looking right before you go to an event or send to a new prospect.
7. Practice sending your contact info so you're not clumsy at a meeting.
8. Spent 40% of your week on meeting new people. Not 10% - 40%.
9. Stop buying lists of people that don't know you. They won't pick up when you call.
10. Update your client files to get their cell numbers. Find out if they mind if you text them brief messages when you need to reach them. Or do they prefer email?
11. Change your behavior. THIS WEEK.

Words Matter!

Gail

I have not failed. I've just found 10,000 ways that won't work.

Thomas A. Edison