BUILD YOUR BUSINESS

THE SIZE OF YOUR DATABASE WILL DETERMINE THE SIZE OF YOUR BANK ACCOUNT

IGNITE POWER SESSION #2

In this chapter …

- Build Your Database
- Grow Your Database
- Organize Your Database
- Communicate With Your Database

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Today's Expectations

Cappers in Training

1. Build the most important tool you will ever have as a sales representative—your database of contact names and information.
2. Lead generate for business—make calls to find ready buyers and sellers.
3. Add new contacts to your growing database.
4. Organize and categorize your contacts for targeted marketing.
5. Put your contacts on marketing campaigns—to stay top of mind for when they are ready.

Ignite Faculty

To maximize your learning, your Ignite Faculty is committed to:

1. Show great role-model **videos** in class.
2. Devote the majority of time on **activities** in class.
3. Role Model what it takes to be highly successful. Guide and support the Cappers in Training by holding them accountable to their **Daily 10/4** and pre-work **Mission**, and during the **phone call** activity make calls along with the class.

Action Reveal

IGNITE — Complete this **Mission** prior to attending Ignite Power Session 2 — Mission 2

DONE √	**1. Tell the world who you are – with your KW presence** KW White Pages is your online contact information.
☐	Read and complete: *KW White Pages: Fill Out Your Associate Profile*
DONE √	**2. Communicate easily with customers – with your automated marketing** Learn about and activate your KW eEdge web presence and database.
☐	Read and complete: *Activate Your eEdge Account*
☐	Read and complete: *Fill Out Your eEdge Profile Information*
☐	Read: *Create a Contact in eEdge*
☐	Add yourself to your eEdge database as instructed by the article
☐	Read and complete: *WolfNet IDX Setup*
DONE √	**3. Give customers a cool, easy way to find homes – set up your KW Mobile Search App** Learn about and activate your KW Mobile Search App for yourself and your customers.
☐	Read and complete: *Download Your KW Mobile Search App*
☐	Read and complete: *Share Your KW Mobile Search App*
DONE √	**4. Follow up – with previous Power Session**
☐	Complete activities from the Action Plan in the previous Power Session
DONE √	**5. Grow Your Database – with your current contacts**
☐	Bring your contact list and your laptop/tablet with you to the next Ignite class

*Access videos from KWConnect.com, Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.

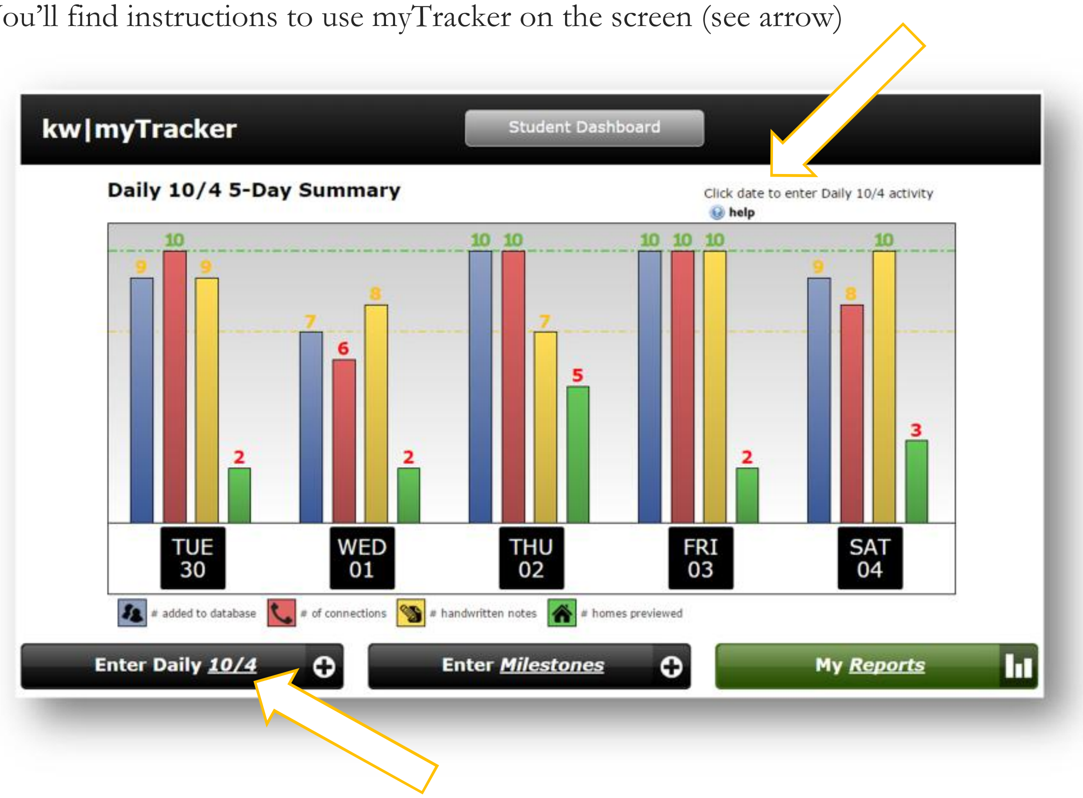
Daily Report Out – Daily 10/4

Report on Your Daily 10/4 Activities

The **Daily 10/4** is your most important business activity!

1. Using your smartphone, tablet, or laptop, go to Daily104.com (www.Daily104.com). You will be asked to log in with your new KW login if you're not already logged in.

You'll find instructions to use myTracker on the screen (see arrow)



2. Click on "Enter Daily 10/4" in the lower left corner and enter your activities for the day.

Capper in Training	10 Contacts Added	10 Connections	10 Notes	Homes Previewed
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				

Your Turn – Lead Generate for Business

Daily 10/4 Real Play

1. Begin by saying an affirming message out loud.

   "I always come from contribution. People will welcome my call."

2. Get your phone and your list of contacts and call people you know (Mets) and any referral names you were given by your Mets.

3. Use scripts provided: the same one you used on Day 1 and a new script for calling referrals.

   - Goal #1: Call for 15 minutes and make **contact** with as many people as possible.
   - Goal #2: Ask for **referrals** from each contact.
   - Goal #3: Offer your **KW Mobile Search App** to each contact.

4. Record your results below.

Results				
Name	Phone Number	App √	Referral Name	Result of Call
1.				
2.				
3.				
4.				
5.				
6.				
7.				

Time: 15 minutes

Scripts for Calling

Use the scripts you learned on Day 1 (next page). If you're calling a referral, use this one.

REFERRALS

> Hi ____, my name is __ with Keller Williams Realty. Your name was given to me by a close friend of both of ours, *(your Met's name)*, and *he/she* said that I should give you a call. Is right now a good time to talk for a couple of minutes? Excellent!
>
> *(Your Met's name)* said that you were thinking about *(buying/selling)* a house in *(time frame for buying/selling)* and asked if I would please give you a call. *He/She* and I both want to make certain that you are in great hands and that you have the very best, so that's why I'm calling.
>
> Since everyone likes to know what houses are selling for, I'd like to share my real estate app with you. You can see what's going on anywhere, from your street to any place in North America! It's free, there's no cost to you, and I can send you a text to link to it. Does that sound good? Great!
>
> ***If they are buying …***
>
> Have you seen anything you like thus far? Great!
>
> Are you working with any other sales representative? No? That's good.
>
> ***If they are selling …***
>
> When are you planning to move?
>
> Have you listed your house with another sales representative? No? Excellent!
>
> ***Continue …***
>
> The next step is for us to get together. I can answer all your questions and explain how the entire process works. It will only take about 20 minutes. Can we meet today or would tomorrow be better for you?
>
> ***If no thanks …***
>
> I understand. Just so you know, I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.
>
> And do me a favor, please. If you hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it. I'd appreciate that.
>
> Thank you for your time today, and please let me know if there is anything I can ever do for you.

1. New to Real Estate

Hello, this is _______! Do you have a moment? I'd like to share the exciting news that I have become a real estate sales representative with Keller Williams Realty.

With this new partnership, I have all their knowledge working for me. Plus, my clients get all my enthusiasm and hard work. I thought about sharing this with you because I knew you would be someone to help me grow my business.

Continue with Rest of Script.

2. New to Keller Williams

Hello, this is _______! Do you have a moment?

I'd like to share some exciting news with you. Usually, I'm the one helping people make a move. This time, I'm the one who moved! I've moved my real estate business over to Keller Williams Realty, and just because my company name has changed, the level of service I offer to clients hasn't. My clients will continue to get all my enthusiasm and hard work. And as you already know, I'll do whatever it takes to help people. May I count on you to help me grow my business?

Continue with Rest of Script.

Rest of Script

First, I'd like to share my real estate app with you. You can see what's going on anywhere, from your street to any place in North America! It's free, there's no cost to you. I can send you a text so you can link to it. Does that sound good?

And, I'd like to ask: who might you know from work, your neighbourhood, or a group you belong to who's interested in buying or selling a home or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it.

I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

3. Remind Them You're in Real Estate

Hello, this is _______! Do you have a moment?

It's been awhile and I'd like to apologize for not staying in touch. I've been busy growing my real estate business and working with great clients like you. I wanted to share with you that I have a personal goal to help ___ *(#)* families get into the home of their dreams this year. As you already know, I'll do whatever it takes to help people. May I count on you to help me reach my goal?

Continue with Rest of Script.

4. New to the Area

Hello, this is _______! Do you have a moment?

I'd like to share some exciting news with you. I have moved to _____ *(new town)* and I'm with Keller Williams Realty, and I thought about connecting with you because I knew you would be someone to help me get my business going in _____ (new town). May I count on you?

Continue with Rest of Script.

Rest of Script

First, I'd like to share my real estate app with you. You can see what's going on anywhere, from your street to any place in North America! It's free, there's no cost to you. I can send you a text so you can link to it. Does that sound good?

And, I'd like to ask: who might you know from work, your neighbourhood, or a group you belong to who's interested in buying or selling a home or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it.

I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

Your Turn – Stand Out with Handwritten Notes

Daily 10/4 – Handwritten Notes

1. Write a note to **2 – 3 people** you called to thank them for their time.

METS

> Thank you for taking the time to chat with me today. It was great to catch up with you and let you know what I've been up to with my business. I'm thrilled to be with Keller Williams and I am available to you at any time, to be an asset and resource to you, your family, and your friends. Please call me whenever a question or need comes up. I'll stay in touch. I appreciate you and I wish you all the best.

REFERRALS

> Thank you for taking the time to chat with me today. It was great getting to know you and I look forward to helping you. Please know that I am available to you at any time, to be an asset and resource to you, your family, and your friends. Please call me whenever a question or need comes up. I'll stay in touch. I wish you all the best!

2. Enclose a business card in each note, stamp, and mail from your Market Centre.

Time: 5 minutes

Get Your Head in the Game

At the end of day one of Ignite, you committed to adding 200 new contact names to your database, correct? Let's get into the whys and hows of growing a database by putting the topic in perspective.

If you use email—and who doesn't—you undoubtedly are inundated with notices from companies whose websites you've visited or ordered from, right? (Think Amazon, Zappos, Groupon, etc.)

When you buy groceries with a membership card or shop at Target with their branded credit card, do those companies give you coupons or send you messages about upcoming specials?

Why do companies do this?

____

____

____

____

____

Even if you did not take advantage of a sale or coupon in a given email, in what way was that "touch" still effective?

____

____

____

____

____

What is a Targeted Marketing Campaign?

____

____

____

For example, the company Glaceau began to market its vitamin-enriched water to men and women between the ages of 18 and 49 who indicated that they were interested in health and fitness. Because of this targeted marketing, the Glaceau Smartwater brand grew approximately 28 percent in less than a year.

Why do companies, governments, and many other entities keep detailed information on people? The answer is … **data is valuable**!

"Information is power."

How does this relate to your business?

____

____

____

____

Your Database Is Your Business!

What Is a Database?

Database	A tool that centrally stores customer and prospect contact information which is regularly updated with new details and events, can be organized and sorted as needed, and is continually added to in order to increase your business.

Your Database on Steroids – eEdge!

eEdge: Database Management System	Automated system designed to work with the contacts in your database and your KW websites to help you generate business, online and offline, with "set and go" marketing campaigns, and more.

Your Database Is Your Most Valuable Business Asset

- Your database is much more than just a list of contacts: It's a living record of all your business relationships—current and potential.
- Your database is a tool to nurture and manage those relationships—to schedule and track every interaction you have with each person in it.
- Your well-tended database produces leads. A powerful database managed by a powerful schedule produces a predictable flow of leads. And from a predictable flow of leads you can expect a predictable flow of business.

The size of your database will determine the size of your bank account.

According to statistics …

Most clients would use their sales representative again, *but very few do.*

Question: Why is this?

Databases make customer information easy to handle and can help improve service and strengthen relationships.

- Mailings, emails, telemarketing and customer service activities are much more straight-forward when you have instant access to the contact details of all your customers and prospects and information about all your dealings with them.
- By knowing your customers better and keeping in touch regularly, you can improve your sales

Goal of Daily Lead Generation with a Database

1. First and foremost always prospecting for NOW business—people who are ready to buy now or in the immediate future. This means:
   - Meeting new people
   - Asking for business from your existing database
   - Asking for referrals from everyone you talk to
2. Leveraging your database marketing campaigns to stay top of mind with everyone in your database.

To keep a steady flow of business, you must do both!

Question: How will you know when a buyer or seller makes the decision to buy or sell?

The goal is to stay in dialogue with them regularly enough so that one or both of the following occur:

1. You are the first to contact them shortly after they make the decision to buy or sell.
2. You are top of mind so that if they take action before your next scheduled touch to them, you are the one they think of and call!

You Are Most Efficient When You Have a Well-Organized Database

Video

Activity: Running a Business with a Database vs. without a Database

- Watch the video **"Benefits of an Organized Database".**
- What are your aha's?

Time: 10 minutes

Make It Happen – Maximize Your Database

When you have names in your database …

you have people to generate leads from!

And, as we saw from the video, when you have a well-organized database, your lead generation goes smoothly and successfully. This is why you agreed to add at least 200 new names to your database by the end of Ignite!

To maximize your database, you will follow **three steps:**

1. **Contact**
2. **Classify**
3. **Campaign**

1. Contact

Who – As Defined by The Millionaire Real Estate Agent

1. Begin with the people you know and who know you—**Mets**, or Sphere of Influence. This includes family, friends, neighbours, former coworkers, school mates, team mates, etc. This group is your source of new business, repeat business, and referrals.

2. Add **Haven't Mets**—people who don't know you ... yet! You will connect with them to ask about helping with their real estate needs. This group is a source of new business, and you'll learn more about how to find these later in the course.

3. Add **Referrals**—Remember, you'll be asking everyone from your Mets group for a name, or several names, of people they know who may be thinking of buying or selling in the near future. Referrals may be hot leads and are golden!

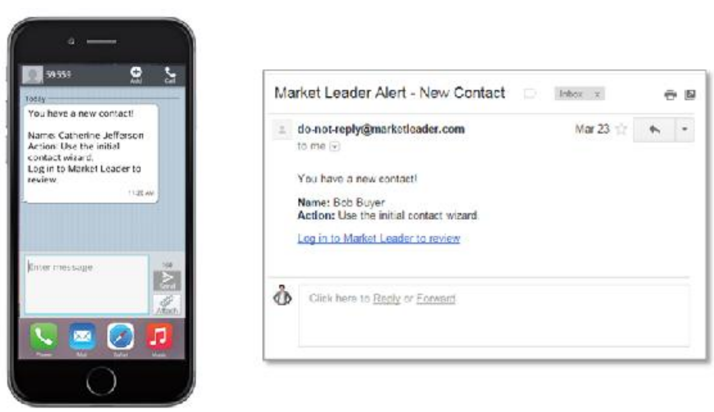
Sources of Haven't Mets

- Your neighbourhood or geographic farm
- Sports team mailing lists
- House of worship rosters
- Club or Organization membership lists
- LinkedIn contacts
- Facebook/Twitter/Blog followers
- Geographic farms (targeted neighbourhoods)
-
-

Another Source of Haven't Mets

Technology Tip

Both eEdge and your branded KW app will instantly notify you in your preferred format—email, text, or both—when someone registers on your website or app. This notification includes a link to the inquirer's contact information.



Receive immediate alerts from your website and mobile app.

Goals for Contact

1. **Ask for their business.**
2. **Ask for referrals.**
3. **Provide value and gather more information to build and nurture the relationship.**

Keep in mind why you want their information—to build the relationship. You'll want as much data as you can gather for each person.

- Name
- Address
- Email
- Phone numbers
- Social media
- Marital status
- Children
- Pets
- Own/Rent
- Length of time in current home

In fact, not having all the information is a great reason to make another call and ask.

Database Spreadsheet

For today's class your Ignite Faculty has provided a paper version of a database spreadsheet. (This is also available on KWConnect under Ignite Sessions.) You will use this spreadsheet during your activities today. After the class you can upload this information into any online database you choose to use for your business.

Your Turn – Feed Your Database

Contact: Feed Your Database

Now that you understand the importance of feeding your database and the Daily 10/4, let's do it.

1. Add at least 10 contacts using the Database Spreadsheet.
2. Include as much information as you can for each contact. If you don't have all means of contact—for example, the records below have some "holes" of missing data—get it!
   a. Remember, this always makes for a great opportunity to reach out and ask for the information.

	A	B	C	D	E	F	G	H	
1	First Name	Last Name	Email Address	Address	City	State	Zip	Phone	Con
2	Bruce	Wayne	blackcape@gmail.com	1007 Mountain Drive	Gotham	NY	94515	212-228-2283	
3	Clark	Kent	ckent@dailyplanet.com	334 Clinton St	Metropolis	IL	62960	618-359-4444	
4	Jean	Grey	phoenixforce@yahoo.com	1407 Graymalkin Lane	North Salem	NY	10560	914-746-3649	
5									

Time: 15 minutes

Aha's from Activity

- ______________________________________
- ______________________________________

2. Classify

After speaking with a contact and asking a few questions about their needs, the next step is to **classify them according to their needs** in your database. Are they a buyer, seller, or both? Are they a member of a particular group you're targeting—a neighbourhood, a religious group, or a sports team?

Organizing your database will enable you to better service your customers and find new business. For example:

- Classify you contacts using Types
  - Example types are Buyer, Seller, Buyer/Seller, Sales Representative, Renter, Investor, Vendor, etc.
- Classify your contacts using Groups
  - Create groups according to what makes sense for you. Examples could be Business Relationships, School, Sports, Open House Contacts, etc.
  - Groups will also help with targeted marketing. Knowing what group the contact is in will help determine which marketing campaign will best resonate with them.

eEdge: Database Management System

eEdge has the capabilities to classify and group your contacts to get the most from your database.

Qualify

Your next priority is to **assess how ready and motivated this lead is**. The following are some sample questions to quickly determine their readiness and motivation for acting now.

- When do you need to be in your new home?
- What is your time frame to sell?
- Where are you going and when do you need to be there?

What will you do with a "Hot" lead?

Spending Your Time Wisely

Some leads have more pressing needs than others, so by qualifying them right away, you can clearly see which ones require your immediate attention. For contacts with no immediate plan to buy or sell in the near future, put them on a drip marketing campaign to automate regular touching, so that you don't spend more time then absolutely necessary.

Your Turn – Classify Contacts

Classify and Qualify Your Database

Now let's use your Database Spreadsheet to classify your contacts.

1. Classify by Type

- Categorize each of your contacts by **Types**. For example: Buyer; Seller; Buyer/Seller; Sales Representative; Renter; Investor; Vendor; or Other.

2. Classify by Group

- Categorize each of your contacts by **Groups**. Again, this enables you to automatically target market to these people by group. Examples:
  - Family
  - Friends
  - Work Contacts
  - School
  - Sports Teams
  - Open House Contacts

3. Qualify/Status

- Qualify each of your contacts into a **Status.** Examples include: Hot; Cold, Active; or Inactive.

Time: 15 minutes

Aha's from Activity

- ____
- ____

3. Campaign

Now that you've put contacts in your Database Spreadsheet and classified and qualified each one, it's easy to put them on a targeted marketing campaign. Here are Keller Williams Realty, it is called a Touch Campaign.

Targeted Marketing Campaign = Touch Campaigns

Touch Campaigns (targeted marketing) focus on a primary audience for a specific product or service, concentrating efforts on advertising to those most likely to respond. Targeted marketing is usually much more effective than mass marketing, which tends not to consider the qualities of the contacts who view an advertisement.

Evaluate your organized database and identify a primary audience who are most likely to respond to your targeted marketing efforts. For example, targeting newlyweds or families with children graduating from college.

eEdge: Database Management System

Keller Williams Realty has developed Touch Campaigns and included them in your eEdge system. There are campaigns tailored to buyers and sellers—with a variety of messages that automatically contact or "touch" your entire database in a systematic manner.

What Do the 8 x 8 and 33 Touch Consist of?

	What is it?	When to use it?
8 x 8	A series of 8 touches in 8 weeks. It includes a combination of: ■ personal visits ■ phone calls ■ Items of Value (dropped off or sent) ■ handwritten notes	To connect with someone for the first time in your role as a Keller Williams associate. Everyone you know or meet should go into an 8 x 8 first.
33 Touch	A series of 33 touches in a year. It can include the following: ■ A combination of 14 mailings, letters, cards, emails, or drop-offs ■ 8 thank-you or thinking-of-you cards ■ 3 phone calls ■ 4 personal observance cards (e.g., birthdays, anniversaries, Mother's or Father's Day, home purchase anniversary, etc.) ■ 4 holiday cards	To nurture your relationships over time, after the initial 8 x 8 campaign. All Mets in your database should go on a 33 Touch eventually.

Items of Value

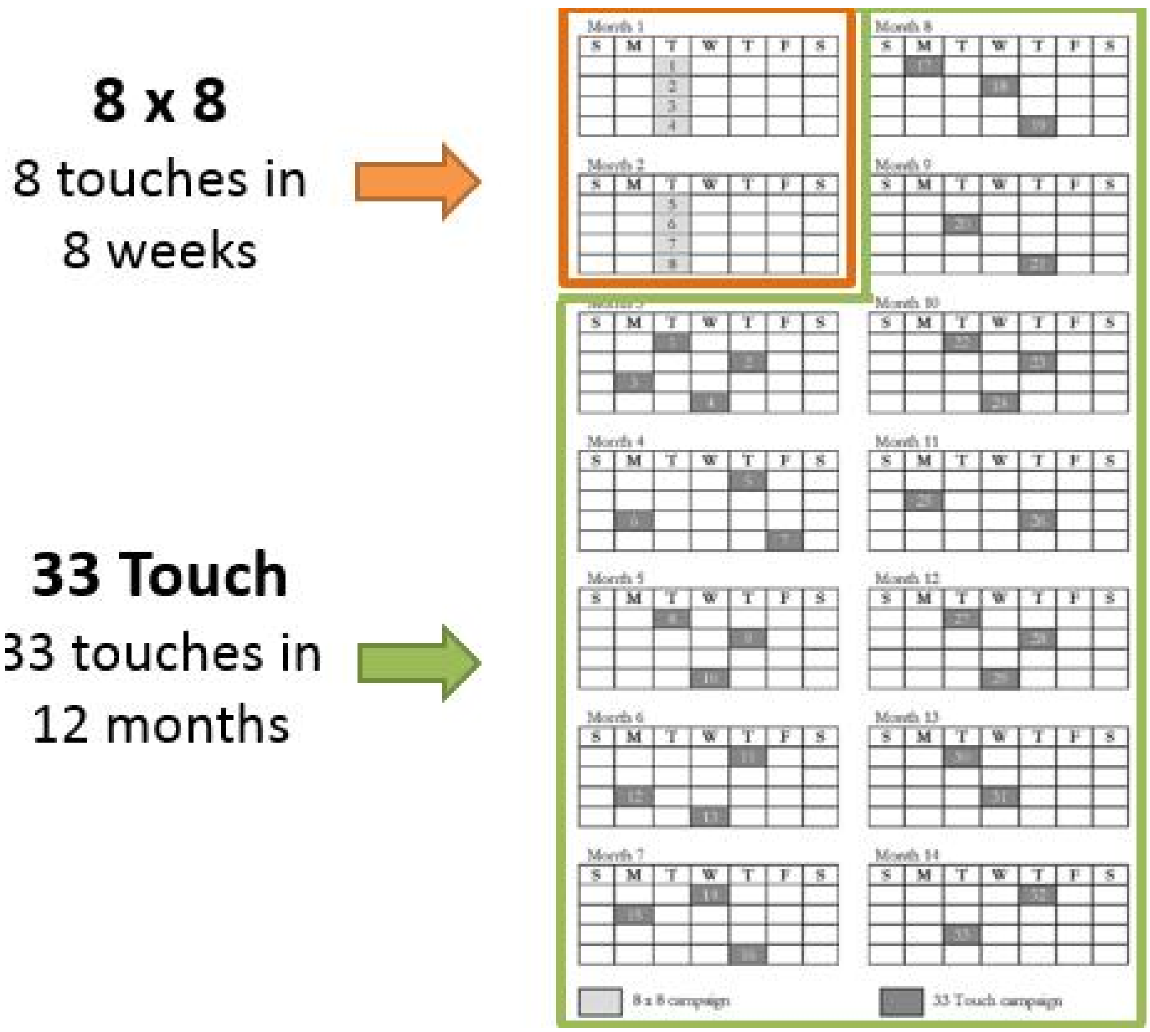
Campaigns are meant to offer value to your contacts.

- What items do you think would be valuable to your contacts?

- How do you think these Items of Value would bring value and impact your contacts?

Touch Campaigns

Remind your contacts of your value by sending them relevant, useful information 41 times in 14 months.



Stay Top of Mind With Touch Campaigns

Both campaigns contain a variety of ways to stay in touch with your contacts on a consistent basis through emails, and reminders for you to call, visit, or write them.

The goal for these touch campaigns is for all contacts in your database to think of you as their go-to person for all things real estate.

eEdge: Database Management System	KW's "set it and go" technology with built-in campaign messages make it easy, and you'll have the opportunity to launch campaigns later in this Power Session.

This is how you'll stay top of mind!

Your Turn – Stay Top of Mind!

Activity: Launching a Campaign

Now that you have added contacts to your Database Spreadsheet and organized them into groups, put them on campaigns.

1. Decide which campaign would be the best for each contact you have entered on your Database Spreadsheet.

2. Enter the type of campaign on your Database Spreadsheet.

Time: 15 minutes

Aha's from Activity

- ____
- ____

Become a Database Master

The key is to add contacts as soon as you get them and put them on campaigns immediately.

<table>
<tr><th rowspan="3">Your Database: Lead Generation</th><th>When</th><th>Action</th></tr>
<tr><td>As soon as you meet someone new</td><td>1. Get their contact information.
2. Add them to your database.
3. Follow up with a handwritten note.
4. Put them on an 8 x 8 touch campaign and follow it.
5. Follow the 8 x 8 with a 33 Touch.</td></tr>
<tr><td>As soon as you get a referral</td><td>1. Thank the referral source and reward the action! Send a handwritten note.
2. Get the referral’s contact information.
3. Add them to your database.
4. Call, classify, and qualify them.
5. If they are “Hot”, get an appointment!
6. Put them on an 8 x 8 touch campaign and follow it.
7. Follow the 8 x 8 with a 33 Touch.</td></tr>
</table>

Your daily lead generation activities, paired with systematic touch systems, will yield results when implemented purposefully and consistently. Your goal is to “out-touch” all other sales representatives.

Stay top of mind with 8 x 8 and 33 Touch campaigns.

Putting It All Together

1. **Action Plan**
2. **Prepare for Your Next Class**
3. **Recall and Remember**

Action Plan

Action	Completed / Due Date
Continue to add contacts to your database.	
Create groups in your eEdge database for organization.	
Add all your contacts to your groups.	
Put all your contacts on a campaign.	
Prepare for the next class. Download the pre work.	
Find homes for preview.	

Bring your phone, laptop/tablet, and database to every class.

Prepare for Your Next Class

Prepare for your next class by completing the Mission prior to the next scheduled Ignite Power Session.

Download your **Mission** for the next class from Ignite on KWConnect.

IGNITE

Complete this **Mission** prior to attending Ignite Power Session 3

Mission 3

DONE √	1. Daily 10/4 – develop your lead generation habit
☐	Complete your Daily 10/4 daily!
☐	Report out – be prepared to report your Daily 10/4 results in class
☐	Bring a supply of notecards, business cards, and stamps for handwritten notes

DONE √	2. Catch up – if not completed in Mission 2
☐	Complete your KW White Pages profile
☐	Activate your eEdge account
☐	Activate and brand your KW Mobile Search App

DONE √	3. Make it happen with technology
☐	Review: *KW Technology Setup*
☐	Read: *Create a New Marketing Campaign*

DONE √	4. Find your business with lead generation
☐	Watch *Internet Lead Generation* (2:19 mins)
☐	Sign up using your KW email on social media sites (LinkedIn, Facebook, Instagram, Twitter, Pinterest, etc.)
☐	Join your local chamber of commerce and other networking groups (sources of new contacts!)
☐	Bring your contact list and your laptop/tablet with you to the next Ignite class

DONE √	5. Follow up – with previous Power Session
☐	Complete activities from the Action Plan in the previous Power Session

*Access videos from KWConnect.com, Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.

kw UNIVERSITY

Recall and Remember

What are the benefits of a database?

____

____

____

____

Why is it important to put everyone in your database on a campaign?

____

____

What is an 8 x 8 campaign and when do you use it?

____

____

What is a 33 Touch campaign and when do you use it?

____

____

How many new contacts in your KW eEdge database by the end of Ignite? ____

How many new contacts do you have today? ________

From Aha's to Achievement

AHA's

What are your aha's?

BEHAVIORS

What behaviors do you intend to change?

TOOLS

What tools will you use?

ACCOUNTABILITY

What does accountability for this look like?

ACHIEVEMENT

What will you achieve?

Enhance Your Learning

Watch on KW Connect

- Database Matters 4:40

Use Tools

Ignite Training Calendar

Get Ready to Preview Homes

Home Preview Checklist

Database Spreadsheet

Connect on Social Media

Keller Williams Facebook Page–
https://www.facebook.com/KellerWilliamsRealty

KW Blog–http://blog.kw.com

Inman–http://www.inman.com

Your Market Centre Facebook Page

Ignite Correction/Suggestion Log

Your Name: ________________ Market Centre: ________________ Date: _______

Page #	Change

Scan and email any course corrections or changes to kwuhelp@kw.com.
Or mail to:

Keller Williams University
1221 South MoPac Expressway, Suite 400
Austin, Texas 78746