



Are Your Services Top-of-Mind?

By Sandy Geroux

Creating “top-of-mind” awareness with potential customers is critical to the success of any REALTOR’S business. Allow me to illustrate with a story how “top-of-mind” awareness creates business opportunities:

I’d been calling a prospective client for about 6 months regarding speaking at one of their conferences. We’d discussed a possible speaking engagement next year. My first contact was a call to introduce myself. I had to leave a message because the meeting planner I had called wasn’t at her desk. I followed up at regular intervals to try to reach her personally, which I did a short time later.

She requested a package of materials, which I sent. I followed up to be sure she received it, and to see if she thought I was a good fit for her group. She said yes; this is when we began talking about a program the following year, since the current year’s speakers were already booked.

About a month later, I received a call from her in which she told me that the opening keynote speaker for an upcoming conference had decided not to be a speaker any more and was not planning to honor her prior commitments!

This meeting planner now had a big problem. She’d just lost her keynote speaker and needed to find one – fast! So, who did she call? She called the speaker with whom she had a more personal relationship than anyone else who had submitted

proposals. Because I had called, spoken to her personally, sent materials as promised and then made follow-up calls, leaving messages when I didn’t reach her *so she’d at least know I called her*, I was the one she thought of first!

This is “top-of-mind” awareness. I know that many meeting planners receive 300+ proposal for 1-2 keynote slots and varying numbers of breakout sessions. I also know that most speakers will take the easy way out and just send a piece of mail, hoping to catch the attention of the meeting planner that way.

Can you make a **lasting** impression with just a piece of mail - no matter how good it is? No, you can’t. The lasting impression comes only after a client begins to develop a relationship with you **through personal, professional follow-up**, not simply from getting one piece of mail from you.

Here’s how to gain and retain “top-of-mind” awareness with potential customers:

- 1) Connect with them personally;
- 2) Keep in touch on a regular basis. For large geographic farms, monthly mailings are a good tool to use for consistent follow-up, but augment the mailings with personal visits and/or calls twice a year – always checking the Do Not Call List first, of course);
- 3) Don’t make a pest of yourself, but continue to offer service;

4) Address their needs in conversations with them and help them the best you can by giving free advice and/or tips to help them now. For example, I once gave a FSBO two sets of stick-on numbers for their For Sale sign, one for each side of the sign, so they could list their phone number in an easy-to-read way. They were so impressed that I’d actually try to help them that when they tired of the process (as many FSBO’s do), I got the call to list the property for them!

5) Be easy to work with (a meeting planner told me they had considered another speaker, but that person had not been as easy to work with - and had also not called them back yet; hence, I was hired)!

No matter how “technologized” our society becomes, building personal relationships is the best way to create top-of-mind awareness (outside of having celebrity status, which most of us do not). Don’t be afraid to get on the phone, join networking groups, and knock on some doors. Start building solid relationships today.

Remember: If you’re willing to do what your competition is **not**, it WILL pay off in the long-run...

National speaker, trainer and coach Sandy Geroux is an award-winning former REALTOR® who helps others achieve breakthrough performance through her programs on sales, customer service, effective

risk-taking and planning/goal-setting. To book Sandy to speak to your organization, or for more information, please visit her website at www.sandygeroux.com or e-mail her at sandyg@sandygeroux.com.