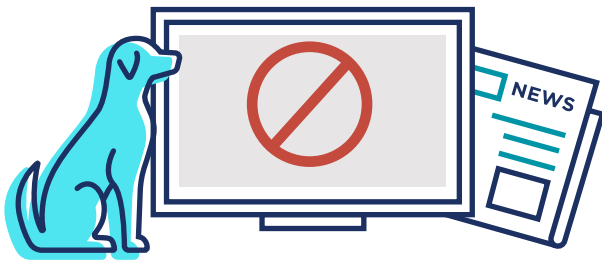




HOW TO

# GET THE MOST — FROM YOUR — PROSPECTING

📍 COLE NEIGHBORHOODS



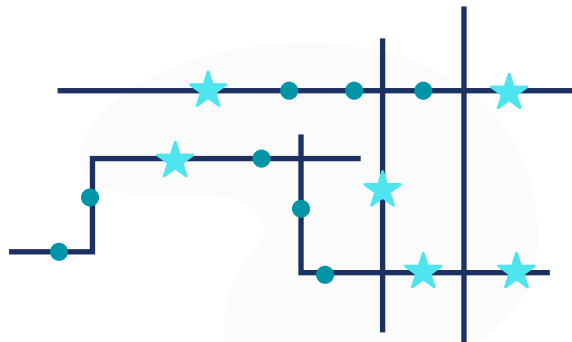
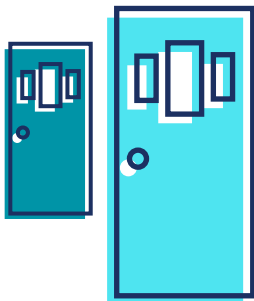
## BE EFFICIENT

- Cut yourself off from distractions
- Schedule one to two hours a day, every day



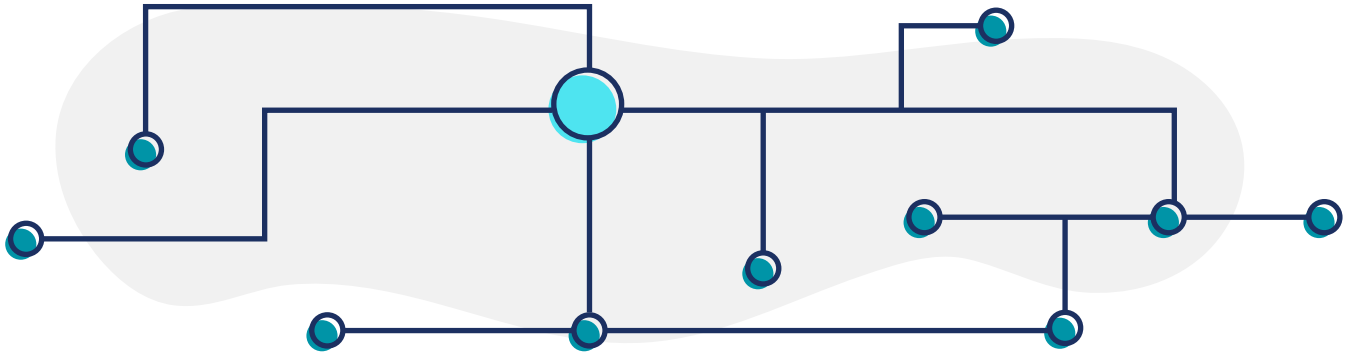
## BE PROACTIVE

- Stand up, get in your power stance and dial for appointments
- Smile thru the phone
- Send project overviews with photos by email & snail mail (with homeowner permission)



## TRY DOOR KNOCKING LOCAL SUBDIVISION

- Identify your ideal prospect and plan a route
- Introduce yourself to the local market
- Leave behind something memorable



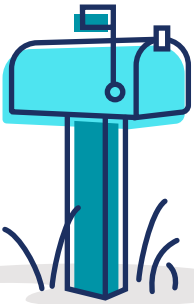
## BE MULTI-CHANNEL AND MULTI-TOUCH

- Create prospect lists that have multiple contacts available and confirmed homeowner with email and a phone number
- Create drip campaigns across the different contact points

**FOLLOW UP!**

**ALWAYS FOLLOW UP!**

**A “NO” TODAY  
ISN’T ALWAYS A  
“NO” TOMORROW.**



## CONNECT WITH NEIGHBORS

- Your jobsite is your best advertisement
- Invite curious neighbors to learn more about what you are doing
- Offer free design consultations and estimates, and valuable insights via email or mailbox

## AUTOMATE YOUR PROCESS

- Work to get the front of your sales funnel as automated as possible
- Consider automating your campaigns
- Create hyper-local Facebook ads the send clicks to your listing site
- Review areas of friction in your prospecting, search for technology that eliminates it

