

# 50 People I "F.O.R.D.ed" this week

Opportunities to use FORD: Face to Face Meetings, Phone Calls, Open Houses, Floor Calls, Social Events

1	_____	26	_____
2	_____	27	_____
3	_____	28	_____
4	_____	29	_____
5	_____	30	_____
6	_____	31	_____
7	_____	32	_____
8	_____	33	_____
9	_____	34	_____
10	_____	35	_____
11	_____	36	_____
12	_____	37	_____
13	_____	38	_____
14	_____	39	_____
15	_____	40	_____
16	_____	41	_____
17	_____	42	_____
18	_____	43	_____
19	_____	44	_____
20	_____	45	_____
21	_____	46	_____
22	_____	47	_____
23	_____	48	_____
24	_____	49	_____
25	_____	50	_____

## F.O.R.D

System for Rapport Building, prospecting, and Negotiating

**F**amily/Friends

**O**ccupation

**R**ecreation

**D**reams (goals)

## 5-Step Calling Process

1. Salutation
2. Look for Common Ground - F.O.R.D
3. Purpose of my call - one of the 12 reasons listed below
4. End on Common Ground - F.O.R.D
5. Keep calls to 3-5 Minutes Max



## Have a Reason to Call that Adds Value to the Customer

- |   |  |
|---|--|
| 1 Sellers - update                                    | 7. Birthdays                                 |
| 2 UnderContract Buyers - update                       | 8. 8 in 8 system                             |
| 3 Active Buyers - update                              | 9. Thank you, Congrats, Thinking of you, etc |
| 4 Recent Closed customers - do you need anything?     | 10. Annual market update                     |
| 5 Referral Sources - thank you and update on progress | 11. Have's and Wants"                        |
| 6 Anniversairies "Guess what we were doing 7 yrs ago' | 12. Ticket and Give aways                    |