

The Prospecting Grid



Most successful agents have at least 9 prospecting methods working to generate business at all times. These should be a mixture of active and passive prospecting methods.

Each strategy on the grid should be thought through and systems and structures created to ensure the strategy generates the intended results.

And for any strategy to be effective, you must create a foundation of consistency over time to ensure success.



Strategies and Tactics



Nothing works. And, anything can work if you work it in service of your vision.

My Vision:

STRATEGY
INTENTION
INTENDED RESULT

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INTENTION
INTENDED RESULT

TACTICS

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Definitions:

Strategy—high level activity (i.e. open houses, Instagram marketing, Employee consultations)

Intention—an aim or goal; what this strategy is out to produce—should be customer focused and contribute in some way to fulfilling your vision.

Intended Result— the specific outcome produced as a result of the intention being fulfilled.

When you know your **why**, the **how** becomes irrelevant (and effortless)