



Winning At 1-on-1

How To Play To Win!

[iGo Webinar] Winning at 1-on-1 Meetings

Do you love the idea of building relationships with 1-on-1 meetings, but feel at a loss for what to say and do?

How do you even get a 1-on-1 meeting with a worthy referral source?

Platinum Members Mark Wahl and Craig Falk answer these questions and much more!

Welcome!



Christa Trantham

iGo VP of Community



Craig Falk

Waypoint Property
Inspections East



Mark Wahl

Waypoint Property
Inspections East





**"Opportunities Don't
Knock On Your Door,
You Create Opportunity"**

~ Craig Falk

Objective

Creating The '1 On 1' Opportunity
Using The 3 "P's"

- Preparation
- Personality
- Presence

PPP

Create Your 'Own' Knock When It
Comes To...

Opportunities



Creating The Opportunity

The primary objective of setting up a "1 on 1" meeting with a Realtor or other referral sources is; 'To establish a foundation and encourage the other to take any action that will move them forward through the relationship cycle.'

You want to show your understanding of their 'story' and what is important to him or her and would bring them value.

Every meeting is an "Opportunity." If the other is giving you moments of their time (which is very valuable), you need to make the most of this "Opportunity."

And this is where the "3 P's" become so important...

- Preparation
- Personality
- Presence



**“Failing To Prepare Is
Preparing To Fail”**

~ John Wooden

Let's Begin

"Preparing For The Meeting"

- 'Vibe'
- 'Knowledge'
- 'Respectful'
- 'Benefits'
- 'Notes'

NOTES
BENEFITS

RESPECTFUL

Knowledge

vibe

The Key To A Successful '1 On 1' Is "Preparation"



"Preparing For The Meeting"

Preparing for a "1 On 1" meeting may seem challenging. You will be happy to know this is truly not the case.

First thing to remember is attitude. Your attitude is the 'Vibe' you are giving off to the individual you are "Preparing" to meet with.

Portray confidence and knowledge. As mentioned if others are extending their time to meet with you, be "Prepared" with knowledge about the topic at hand.

This is the "Preparation"

Important To Share While “Preparing” For Your “1 On 1”

Who? - What? - Where? - When? - Why?

- **WHO** - Your's And Your Company's Name
- **WHAT** - The Purpose Of Your Call (*To Set Up A '1 On 1' Meeting*)
- **WHERE** - You Would Like For The Meeting To Take Place (*Make It As Convenient As Possible For The Other*)
- **WHEN** - You Would Like To Meet (*Again, Remember Convenience*)
- **WHY** - The Purpose Of The Meeting (*Introducing The Point Of The Meeting*)

**"Your Smile Is Your Logo, Your
'Personality' Is Your Business Card,
How You Leave Others Feeling After
An Experience With You Is Your
Trademark"**

~ Unknown

Keep'em Smiling

"Bring Your 'A-Game' Personality"

A Pleasing "Personality" is the collection of all the agreeable, gratifying and likeable qualities of an individual. It proves those who come in contact with you are pleased to meet you and would like to remain in your company.

Tip's...

- Attentive
- Maintain Eye Contact
- Listen
- Be Supportive
- Portray Trust
- Be Respectful
- Always Smile



Your Personality Is Your Trademark



"Bring Your 'A-Game' Personality"

A Pleasing "Personality" is the collection of all the agreeable, gratifying and likeable qualities of an individual. It proves those who come in contact with you are pleased to meet you and would like to remain in your company.

Don't be a pleaser. Others do get 'turned-off' by those who agree with everything. Use your intuition to discover a way to ingratiate yourself with them and the conversation. Be comfortable in your skin. Know your finer qualities and have healthy self esteem. In addition make sure to be...

- Attentive - Maintain Eye Contact - Listen - Be Supportive
- Portray Trust - Be Respectful - Always Smile

Please remember you are NOT selling...Do not give off that impression!!
First Impression Is A Lasting Impression!!
This is the "Personality"



“Knowledge Is Wealth”

The Value Of Being “Prepared”

Be Prepared To Respond To Questions With Accurate Answers

- What Makes Your Company Different From Other Inspection Companies?
- How Soon After The Inspection Are The Reports Ready?
- What Happens If My Clients have An Issue With The Inspection?
- Know Your Services Offered...
(Roof, Radon, 4-point, Wind Mitigation, Sewer Scope, Mold)
- “No” Is An Acceptable Answer...
(Under Promise Over Deliver)

Be Prepared To Ask The Right Questions

- Inquire About Their Brand And Culture
- Do They Act More As A Listing Or Buying Agent?
- How Do They Market Themselves And How You Could Co-Brand Together?
- Do They Attend Their Clients Inspections?
- In What Area Do They Focus Their Business On?
- What Are Their Expectations For your Relationship Together?





GO

**"The Greatest Impact You Could Make
Is In Your Presence"**

~ Craig Falk

Who Is That?!?!

“Positive Presence Is A Gift”

“Presence” is vital, not only in a ‘1 On 1’ but in life as well. Others will judge whether you have a positive “Presence.” Again it’s about the ‘Vibe’ you give off and portray.



Just Be You!!



“Positive Presence Is A Gift”

“Presence” is vital, not only in a ‘1 On 1’ but in life as well. Others will judge whether you have a positive “Presence.” Again it’s about the ‘Vibe’ you give off and portray.

Speak in such a way that naturally draws people in. Have the ability to inspire and empower others. Remain focused and articulate with a clear vision. Be confident NOT cocky while being able to be a positive “Story Teller”. Show your suitor you do not get rattled easily and you are in control while in a high-stress situation. Share this excellent quality of “Presence” by showing others how to think and problem solve.

People with great presence strive to listen more than they speak. They make eye-contact and remember the things that are important to their friends, colleagues and clients.

This is the “Presence”

**"You have to operate
outside the box.
If you want different,
do different"**

~ Craig Falk

"Where Do You Operate?"

The Importance Of "Thinking Outside The Box"

To Act And Think Differently Than The 'Crowd'

Where Are You Meeting **New** Realtors?



- Visit Inspections
- Social Media
- Networking Events
- Open Houses
- Offer 'CE' Classes
- Don't Be Shy Talk..Talk..Talk



"Thinking Outside The Box"..To think and act differently than the 'crowd.' It often refers to novel or creative thinking. When calling on or meeting new agents in order to set up your first '1 On 1' it will take a great deal of "Thinking Outside The Box." In a market like real estate, where you are constantly competing for business and loyalty from realtors, it would benefit you to practice this method.

I have found meeting realtors at inspections themselves is a very wise and "TOTB" approach. In addition the exposure you can create on social media would be very advantageous as well.

Point to make, it's getting the chance to put yourself in front of someone who will appreciate what you have to offer. And after this presentation that should be your..."Preparation, Personality and Presence."



Winning At 1-on-1

Are You Winning Yet?

[iGo Webinar] Winning at 1-on-1 Meetings

Do you love the idea of building relationships with 1-on-1 meetings, but feel at a loss for what to say and do?

How do you even get a 1-on-1 meeting with a worthy referral source?

Platinum Members Mark Wahl and Craig Falk answer these questions and much more!