



REA Voice-to-Voice Phone Selling “Theme” Guide

Every great Modern Real Estate Agent invests 4+ hours per day marketing and selling through a multi-channel approach: Screen-to-Screen, Voice-to-Voice, Face-to-Face.

Phone selling (voice-to-voice) is an important principle for business growth and is more effective when structured. Reference this simple chart to guide your daily phone power hours.

Monday	Tuesday	Wednesday	Thursday	Friday
VIPs	Current Deals	Buyer & Seller Leads	Past Clients	Business to Business
<p>Phone:</p> <ol style="list-style-type: none">Top 50 COI (Circle of Influence)Time Block 2 Hours10-12 Great ConversationsBring Individual Value to Each Person <p>Other:</p> <ul style="list-style-type: none">Gifts: Birthdays & Milestones, personalizedClient Appreciation PartiesBreak Bread: 1x Per QuarterScreen to Screen* Social: Connect, Heart, Comment	<p>Phone:</p> <ol style="list-style-type: none">All Current Sellers & Buyers Under ContractTeam Pipeline Meeting 10-11amGO! Tuesday Pipeline TrackerTime Block 2 HoursTuesday Updates on Each Listing/Purchase <p>Other:</p> <ul style="list-style-type: none">Under Contract VideoMilestone Gifts During TransactionReferrals to Vendors Seller or Buyer Needs7 Day Post-Closing	<p>Phone:</p> <ol style="list-style-type: none">All Current Leads of Sellers or Buyers: Urgency Categorized A, B & CTime Block 2 HoursTarget Current & Past Client Lists <p>Other:</p> <ul style="list-style-type: none">Add to Database to Receive NewsletterInvite to Leveraged Client Events	<p>Phone:</p> <ol style="list-style-type: none">7 Day Post-ClosingCalls Based on A, B, C CategorizationApology ResetsTime Block 2 Hours <p>Other:</p> <ul style="list-style-type: none">Gifts: Home Closing, Anniversary & MilestonesMail: LFTH* and EOS* QuarterlyEmail: NewsletterLeveraged Events: 1x per QuarterBreak Bread 1x per Year: Especially for A ClientsScreen-to-Screen* Social: Connect, Heart, Comment	<p>Phone:</p> <ol style="list-style-type: none">Business PeopleFinancial Planners, DivorceAttorneys, Builders, Whales <p>Time Block 2 Hours</p> <p>Other:</p> <ul style="list-style-type: none">Plan Leveraged Events Together: 1x per QuarterFind Ways to Give ValueReciprocal RelationshipsScreen-to-Screen Social: Connect, Heart, Comment

Glossary: **Screen-to-Screen:** thoughtfully engage content, heart, comment, etc.
A: Buying In 90 days, **B:** buying in next 180 days, **C:** buying in next 180+ days

LFTH: Letter from the Heart

EOS: Evidence of Success