



Competitive Advantages through  
**Innovative** Marketing & Technology

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## Ask? Belinda

Notifications to Cellular  
Phone, Secondary  
Transfers, Email Reports

Dear Belinda,  
We have programmed our cellular  
phone number as the pager notifica-

tion but it doesn't seem to be working correctly. When the notification call comes and I pick up the line, I only hear touchtones. What's the deal?

Sincerely, Frustrated in Fresno

Dear Frustrated,  
This issue requires you to contact a Customer Support representative. We notify cellular phones via email text messaging thus we must program the email address for you. Simply plugging your cellular number into the phone interface is not sufficient. Before contacting Arch, we recommend that you verify that the Email Text Messaging service is active on your cellular account and what the email address is for your phone. Contact us with the address and we'll take it from there.

Dear Belinda,  
I need an additional zero transfer for an agent I am currently working with. How do I do this?  
Regards, LO in Lansing

Dear LO,  
Powerline has capacity for several transfers if needed. These additional transfers are referred to as secondary transfers or direct connect listings. Unlike the single digit transfer that you have with your zero transfer, these secondary transfers are actual extension numbers (700 for instance). To setup, log in to your phone interface and:

- 1) Press 7 – Manage Your IVR Listings
- 2) Press 1 – Add or Change a Listing
- 3) Enter the desired extension code
- 4) Press 4 – Direct Connect Listing
- 5) Enter the 10 digit phone number where you want the calls directed

Dear Belinda,  
Instead of requesting a report every morning when I get into my office, it would be great if I could schedule it to be there automatically. Can this be done?

Thanks, Streamlining in Seattle

Dear Seattle,  
We can help you here. In addition to our web and fax reporting on demand, we can send you daily, weekly or monthly email reports to any email address(es) you choose. The most common report, of course, is the daily report. This report is sent at 4am each morning, showing all activity from midnight to midnight the previous day.

please write to **belinda** at [belinda@archtelecom.com](mailto:belinda@archtelecom.com)

In this issue: Mike Ferry Article, Arch News: System Improvements, Listing Recordings, Customer Profile: Bob Strandell, Ask Belinda

# SOLUTIONS

The quarterly newsletter of Arch Telecom

This issue of Solutions features an article by Mike Ferry which breaks down the art of selling Real Estate to its core elements. In addition...

**Real Estate** - Read about two new features available on our Call Detail Reporting and Faxmail. Those interested in professional recordings for their Powerline system will find information inside.

**Mortgage** - Read about two new features available on our Call Detail Reporting and Faxmail. Learn how Bob Strandell of Bell Mortgage continues to utilize Powerline, solidifying his relationships with REALTORS® for over seven years.

Good Morning:

"Selling Real Estate is a very simple business" or at least it should be. This is a belief that I have and the challenge most agents deal with is complicating it to the point that they become nearly paralyzed and unable to work.

We do this for a variety of reasons – none of which are valid – but all seem real at the moment and, most importantly, keep us from being productive. Let's not focus on the reasons you can't be successful ... let's focus on what you can do to become more successful.

To sell real estate in high volume simply requires that we a) find people who want to buy and sell each day; b) do efficient lead follow-up; c) pre-qualify the leads effectively; d) make good strong presentations; e) handle objections successfully; f) ask for the order; g) negotiate the final contract ... that's the real estate business. Let's take a look at it.

Simply stated ... we have to find people who want to buy and sell every day. In your marketplace today there are a lot of people who are going to list their home for sale or buy a home ... are they going to call you before they sign a contract? If the answer is "no," you need to find them. The problem is if you are not looking, you can't find them. There are three things you can do to generate new business: you can wait for people to come and find you, you

can buy business through marketing and advertising campaigns, or you can go find it. Since it is not looking for you, you have to go find it.

Simply stated ... we have to follow up on the leads we generate or they will list or buy from someone else. Why don't we follow-up on a regular basis? The answer is very simple: we are afraid of what they are going to say when we call them back. If we call back and discover they don't still want to list and sell, our lead follow-up has meant we have no lead. Yet if we don't follow-up and somebody else does, our lack of follow-up creates transactions for our competitors. Good lead follow-up eliminates competition and brings you business.

Simply stated ... our ability to pre-qualify becomes critical because we don't want to spend time with people who do not want to list or sell. Like lead follow-up, agents avoid pre-qualifying because they are afraid that when they ask these types of questions, they may discover the person is not motivated. Wouldn't you rather find out now than find out at the end of the presentation ... when you have already invested time and energy? The faster you pre-qualify, the stronger you pre-qualify, the better the chance you have of getting a contract signed with the prospect.

Simply stated ... the presentation is the chance to prove to the prospect that you are the right person for the job. The presentation is a chance to demonstrate the skills you have, the services you offer, and to show them why choosing you is the right choice. The presentation is the chance you have to display your energy and your enthusiasm, and when you add to that a strong scripted presentation, your chances for succeeding multiply quickly. We should be practicing our presentation as much as Tiger Woods practices his golf swing.

Simply stated ... handling objections during the presentation is as simple as anything you are going to do. The reason it is simple is because the objections your customers give you never change. The prospects have been giving the same objections for 50 years. Here's a great question for each of you: why haven't you learned the answers since the objections never change?

(cont. on page 3)

# customer Profile



## Bob Strandell



Bob Strandell is a loan officer with Bell Mortgage in Minneapolis, MN. Bob has used the Powerline system for the last 7 years, bolstering his business by at least 20% over that span. We recently sat down with Bob to discuss what the system has meant to his business and how he has been so successful in using the Powerline system.

### Recruiting Real Estate Agents

Although Bob has used Powerline in several different areas, his primary focus has been in developing partnerships with real estate agents. He currently has 10 agents utilizing his system now. His approach for recruiting his agent has changed for Bob over the years. Early on, the technology was newer. It required Bob to explain the technology more, explain and demonstrate how it worked and how they would benefit.

Now that call capture technology is more of a known commodity, his approach has evolved. It is now positioned as a service that he can provide to the agent that will make them look more professional, adding one more tool to differentiate themselves. He also lets them know that other top-producing agents he works with use it for their marketing. This undoubtedly leads the agent to wonder, "What am I missing out on?" It also positions Bob as somewhat of an expert on this type of technology. "These days, the simple fact is that the agents know they should be using this type of system but they just haven't been pushed enough to do it. I make it easy for them to get started so they agree to do it."

### Recruitment Package

Bob makes it easy for them to partner with him because he helps them every step of the way. This is what Bob delivers his agent partners:

- He provides them use of his toll-free number and a mailbox of their own that number.
- He shows them how the system works.
- He shows them how to set the system up.

- He shows them how it will provide greater exposure to all of the agent's properties.
- He shows them how to utilize the system in a listing presentation.
- He facilitates the ordering of the sign riders and explains how the listing codes work.
- While the agent typically pays the initial activation fee, Bob covers the monthly cost of the program.

### Following Up

I asked Bob how he and his agents handle the follow-up calls on resulting from the system. In Bob's case, the agents handle all follow-up calls. Bob does very little follow-up himself these days due to the pipeline of business Bob has established through his agent partners. Bob does recognize the additional business he could be generating by following up with these leads as well but he is simply too busy. "We could definitely follow-up with those calls if business got slow. It really gives you an avenue to be able to follow-up and work those leads, and cultivate new business."

### Consumer-Direct Advertising

While Bob does not do as much consumer direct advertising as he has in the past, he did share a few ways that he previously found successful. He has used postcards targeting apartments, promoting different reports or programs such as Zero Down or Minimum amount down. Consumer-Direct finds its success in a different way. "You may not get a huge rush of business, but enough to keep you busy. You won't

get 10% response on your postcards but you will gain very good quality leads. These people have taken the time to call in and educate themselves. By their nature they are a more qualified candidate."

"Our business goes in cycles. We may be going into a cycle now that it is even more important to have this type of tool. Going into a purchase market, developing and maintaining alliances with Realtors are extremely important as is some kind of direct marketing presence. Powerline is definitely a good component to have included in that because of the tracking features and its ease of use. The market will likely be better and better for this tool to be used in identifying the people looking to buy a home and encouraging them to get pre-approved."

"Going into a purchase market, developing and maintaining alliances with REALTORS® are extremely important..."



## Arch News

### New Call Detail Column - Do Not Call Indicator...

You may have noticed that there is a **new column** available on your Powerline reports - a **Do Not Call** field. This new column indicates whether the phone number of the caller is listed in any of the Do Not Call (DNC) lists that Arch has access to. These lists include the National DNC, many State DNC and the Direct Marketing Association's DNC list. We provide this information as a convenience; customers needing to rely on access to the National do not call list for critical compliance should consider acquiring the list independently.

### New Faxmail Option...

Faxmail can now be directed to a fax number in addition to an email address. You may now log into your mailbox and request that your most recent fax be sent to a fax number of your choosing. To accomplish this,

- 1) Log in to your toll-free line
- 2) Press 9 for Personal Options
- 3) Press 6 to Retrieve Your Faxmail
- 4) Enter the Fax number you want your fax sent to

### Don't like the sound of your own voice?

Many Arch users are not aware that Arch has pre-recorded extensions created for all direct response reports provided with our setup package. These recordings can easily be shadowed (copied) to your own system, eliminating the need to script and record the extensions yourself. These extensions contain the recording only; **there are no faxes attached to the extensions** since those should be customized by the user before being loaded. For a complete list of recordings available, scripts and instructions on shadowing to your system, visit our download page <http://www.archtelecom.com/downloads/> and select Scripts for Direct Response Report Recordings.

While we currently do not provide recording for your day to day extensions (i.e. properties, other items), we can recommend a resource for professional recording. Bill Bussiere is thoroughly familiar with the Arch system so no explanation or instructions are necessary. If you are interested or for pricing, please contact Bill at 800-724-8343.

### Quarterly Contest Winner: Grant Dolby

is our quarterly winner of a \$250 American Express gift certificate. Put *your* name in the proverbial hat by calling your representative with a referral. You will be entered in our drawing and will also be eligible to reduce your per minute rate by \$.02 or receive a \$50 certificate to be used towards your Arch bill! So call today.

## Ferry (cont.)

Simply stated ... "closing is a natural ending to a great presentation." "Would you sign the contract please?" Most agents fail to realize that the close is nothing more than the end result of doing everything great to this point. If we are really strong in our presentation skills, the close is very easy, and most importantly, they don't give you a lot of objections. So when you find the close being a difficult step for you, go back and work on your pre-qualifying and your presentation skills. Because, as I said, "the close is a natural ending to a great presentation."

Simply stated ... negotiating between buyers and sellers is very simple if you have their best interests up front. If you are desperate for a deal or you are desperate for a commission or you are close to winning a contest or a plaque by putting this deal together, you are coming from the wrong spot. Negotiating is simple. If you represent the buyer write the best contract possible for the buyer and for the seller simultaneously. If you are representing the seller, be open and look for all the benefits of the offer being presented so you can best present those to your seller and the seller can make a reasonable choice. Negotiating is all about good communication ... communicate what you have and what you are getting intelligently and buyers and sellers make quick, valid decisions.

Simply stated ... you can see it is not a difficult business. It does require that each of us learn the scripts, dialogues, techniques and skills to make this happen. When you got your real estate license, you made the decision that your job was to make these things happen efficiently and often. Now your job is to go out and do it. Find a way to learn what you need to know and you can do a better job for your buyers and sellers which results in higher production and more profit.

Remember, it is a simple business.

Mike Ferry



*The Mike Ferry Organization has, for over three decades, been developing and refining a complete system to make real estate professionals successful beyond their wildest dreams. He has been repeatedly named by Realtor Magazine as one of the 5 most influential people in real estate along with the President of the United States, the U.S. Congress, Alan Greenspan and Henry Silverman (Chairman of the Cendant Corporation.)*

### We want to hear how YOU are using Arch services!

Would you be interested in being profiled in an upcoming newsletter? If so, we want to talk to you! If you've found success using Arch services and would like to share your strategies with fellow Arch users, please contact Scott Brashear at 800-882-9155 or [scottb@archtelecom.com](mailto:scottb@archtelecom.com).