

arch

Competitive Advantages through
Innovative Marketing & Technology

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Ask? Belinda

Prospect Follow-up,
Increasing Mailbox
Capacity

Dear Belinda,
I call back prospects that call my Powerline as much as and as quick as I can but the number of leads I receive is making it increasingly difficult to do this. Any suggestions on how this can be better managed?

Sincerely,
Swamped in Sarasota

Dear Swamped,
There are couple of solutions that you should probably consider if you are generating more calls than you can effectively keep up with. One option that many users choose is to hire someone, whether that be an actual buyer's agent or a college student that simply makes the contact for you and tries to set up an appointment. This option, of course, is reliant on your financial state and whether bringing an employee on the payroll is feasible.

Another possibility that many users are beginning to consider is Arch's Automatic Voice Broadcast service. Auto VB places a follow-up call to any phone number that accesses your Powerline system. The follow-up call is made the day after the original call, targeting answering machines only. Other than recording the message, the service is completely automated, ensuring at least one follow-up call to all of your prospects with nothing to manage on your part.

Dear Belinda,
I am trying to record some new extensions but my system is telling me I've "reached my capacity." It was my understanding that I had unlimited extensions. What's the deal?

Please Help,
Maxed in Minneapolis

Dear Maxed,
With the exception of certain corporate or standard systems who have a restricted number of extensions, most customers do theoretically have an unlimited number of extensions available. The message you received however is due to how Arch initially sets up an account. Most customers use only a small portion of available extensions so to maximize system resources, you are given a lower default capacity. This capacity can be increased at any time though, if needed.

You can increase a mailbox's capacity by either calling a Customer Support representative Monday - Friday 8am - 6pm or by doing it yourself through your Powerline system. To increase capacity through the system, login to the Master Mailbox of the system. Press 7 to Manage IVR Listings, then 9 for Shared/Fax-on-Demand administration. At this point, the system will prompt you to enter the mailbox number for which you want to administrate. Enter the mailbox number (those with personal systems, your mailbox is the toll-free number) and then Press 1 for Mailbox Capacities. The system will announce the current listing capacity for this mailbox and give you the option to change the capacity. *

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

In this issue: Sales vs. Marketing Article by Greg Herder, Turn on Your Million Dollar Brain Workshop, Brian Sacks Products, Customer Profile: Robbyn Battles, Ask Belinda

SOLUTIONS

The quarterly newsletter of Arch Telecom

Real Estate - In this issue of Solutions Greg Herder of Hobbs/Herder Advertising covers the important do's and don'ts when creating professional marketing materials and we also profile Robbyn Battles, a top-listing agent in the Los Angeles area.

Originators - In the Solutions exclusive offers section we feature nationally acclaimed speaker Brian Sacks and detail the 3rd Annual Turn On Your Million Dollar Brain Mortgage Workshop developed by Karen Deis.

The Critical Difference Between Sales and Marketing Is your sales mentality killing the effectiveness of your marketing materials?

by Greg Herder, Hobbs/Herder Advertising

It makes me cringe when I hear Realtors® talk about sales and marketing as if they are interchangeable parts.

Sales and marketing are totally different. To succeed in today's marketplace, it is critical that you have a clear understanding of the difference or I guarantee you it will cost you, and cost you big.

What's the Difference?

Sales is what you do when you are one on one with a prospect. Sales is the scripts you say, the techniques you use to drive home a point or persuade a person to write an offer or to sign a listing contract. You read a prospect's buying signs, then adjust your response to the prospect and the situation.

Most agents are well trained in one-on-one selling. They memorize the scripts; if a prospect says "x", then they respond with "y". Agents are taught to focus on the customer's needs, sell the benefits, ask "yes" questions, send up trial closes and then make sure to close at least five times; if they still have not signed, go back and start over with more benefits. This is the classic sales mentality that most agents have been indoctrinated with. Agents spend countless hours learning, practicing and perfecting their sales skills.

Once agents start to feel confident in their sales skills, they start looking at everyone as a potential prospect. They start to believe that if they are a good enough sales person, they can sell anything to anyone. I remember reading an old sales book that said, "a great sales person could convince people

to buy things that they never heard of, never wanted, would never use, yet still make a prospect feel like they had made a wise decision to buy." I constantly run into agents that with great pride tell me that they have a 90% or 95% closing ratio. This is all fine and good. Having great sales skills gives you a powerful advantage in the marketplace. The problem I see is when an agent's sales mentality starts to creep into their marketing materials.

Marketing, Defined

Marketing is what you do to attract prospects before you meet them face-to-face. Marketing is stimulating a prospect's interest and desire so that they want to buy in the first place. Personal marketing is not only stimulating interest, it is doing it in a way that makes the prospect want to buy through you. Great personal marketing creates a steady flow of people who are interested in working with you, so that when they call you they are already predisposed to working with you.

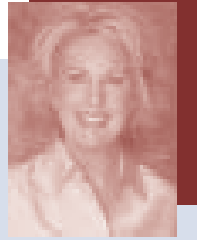
The key difference you must understand is this: What makes a great one-on-one sales presentation is not the same thing you can use to make great marketing materials. So many agents take their very effective one-on-one presentation, put it on paper and call it marketing. Marketing starts by reaching out and grabbing a prospect's attention by capturing a reader's imagination. This is best done with a strong, emotional appeal that draws a reader along, getting them to imagine what it would be like to have a new home.

Think about it this way: What if a guy decided he wanted to get married, so he developed a list of all the benefits he had to offer a prospective wife? He then wrote that list of benefits on paper and sent it out to 1,000 single women. What kind of response do you think he would get? This is like putting a sales presentation on paper and calling it marketing. It simply does not work. Marketing is an attraction process that creates interest that gets a steady flow of dates coming your way. Not everyone is a perfect fit, but when you have a steady flow of new prospects coming your way, your chances of success go up significantly.

What to Do?

So, you have come to the realization that you have been using too many sales pitches in your marketing materials. What now? (cont. on page 3)

customer profile



Robbyn Battles has been in real estate for 15 years after taking over the family business in the La Crescenta area, just outside of Los Angeles. Always working as an independent, Robbyn has had to learn the ropes almost exclusively by herself. Robbyn started using Arch Telecom services 6 years ago after being introduced to Powerline by her coach. Today, with the help of Powerline and a follow-up system second to none, Robbyn has become one of the top listing agents in the area.

Robbyn focuses almost exclusively on sellers. Because eighty percent of her business comes from listings she has taken great care to develop a powerful and innovative listing presentation. Robbyn says her ace in the hole is Powerline and the on-site demonstration helps her close the deal almost every time.

Most of the buyers Robbyn prefers to refer out to her network of buyer agents. Robbyn says she can typically gauge how motivated a buyer is by asking just a few questions. If she feels there's not sufficient motivation there or if she isn't also working on the sale side for the buyer then she simply collects the referral fee. "It's a win-win situation for the prospect and for me as I prefer to work with only highly motivated buyers."

Follow-up

Robbyn has a systematic approach to following up with prospects, not only in the short-term but also the long-term. She is a huge proponent of the pager notification, or in her case, notification to her cellular phone. "That is the #1 key to the system. If you don't call within 15 minutes, then you chance losing their interest and this applies to both sellers and buyers. For buyers, you are getting them at the heat of the moment, wanting to buy a house. With homesellers, you are essentially giving a listing presentation and responding that quickly to them demonstrates how quickly I'll follow-up with prospects calling on their home."

Although she makes call backs promptly, before she ever makes the call she has contacted her assistant to look up the callers address to determine whether they are a homeowner or a renter. Obviously for Robbyn, if they own a home, they are an even more valuable lead. Knowing so much about the person that called serves Robbyn well, particularly with sellers because when asked how she knows so much information, she simply responds, "We have a great system in place and this is what we'll do for you, Mr. Seller!"

Next, all callers go into a multi-step program. First they receive a personalized letter. Robbyn uses Powerline's automatic mail-fulfillment for this step as it saves her time and money. Each caller is downloaded into her database then mailed a proprietary questionnaire by Robbyn's assistant. Every mailing is followed by a personalized call. Every prospective client is also contacted whenever Robbyn lists another property. The conversation typically starts like this... "Hey, you've called on our listings before so we just wanted to let you know about another property on the market..."

All 800 calls are checked against the database to see if they've called before. "This is very important to me. If you've continued to call into my number, something's up with you. You're going to do something, whether that be sell or buy. You're an interested customer."

"Coaching programs say that if they aren't a lead, don't put them in your database. Well I tend to stray from that because I'll get referrals from people that I've never even done business with. For instance, I have a lady that's been calling my line and that I've talked to for 5 years now. Her original status was an 800 caller and I've never personally done any business with her yet she's referred her brother to me, her friends, etc."

"Some people don't have the patience and want the instant deal, and there are instant deals to be had, but it's a long term process."

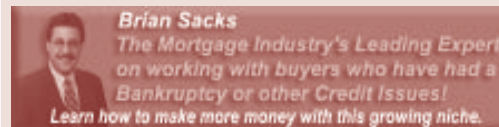
Robbyn also maintains her top of mind awareness by sending out 12,000 quarterly newsletters containing every single listing to an entire zip code of single family owner occupied, non-owner occupied residences, past clients and her 800 caller database. She gets about 115 inquiries from each newsletter mailing and converts 20 of those into listings within 2 months.

"Some people don't have the patience and want the instant deal, and there are instant deals to be had, but it's a long term process. And the point is it's a very simple way to get more contacts. It generates the contacts and as long as you keep contacting them (not an "are you ready to sell your home?" call) they will continue to bring you business in one form or another."

Look for a transcript of our entire conversation with Robbyn on the Arch website next month. Robbyn discusses many more uses and tips for the system, including a very unique but effective sign rider, expired listings, ad strategies, and more. ❀

Quarterly Contest Winner: Les Walden 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.

Arch Telecom - Exclusive Offers



Brian Sacks, branch manager of Integrity Home Funding, LLC in Owings Mills, MD, is a nationally-

acclaimed mortgage expert and a recognized leader in the real estate community. With over 20 years of mortgage experience and over 5,000 loans for \$3/4 billion in career closings, Brian has created a niche in the mortgage community by helping people with all types of credit histories get loans for new homes.

His reputation as a mortgage guru reaches well beyond Owings Mills, as do his services. Brian is considered the foremost national expert on working with buyers who have had a bankruptcy or credit issues. He has presented speeches and conducted workshops throughout the country to share his expertise and has also trained thousands of loan officers and Realtors on ways to increase sales.

Brian has tapped this expertise to develop several programs that benefit mortgage professionals and Realtors alike. Click on the What's New link on Arch's website to learn more about how Brian can help you!

As a special bonus, Arch Telecom customers **responding by December 31st, 2002** will receive two proven special reports (a \$54 value) and a postcard Brian actually uses with his own Powerline that he says "will help you go from being an annoying pest to an invited guest."

The first special report will have renters calling you already sold on using your services. The second special report will show buyers with credit issues how your services can help them. **You must mention you are an ARCH customer to receive these bonuses.** ❀



The 3rd Annual TURN ON YOUR MILLION DOLLAR BRAIN II Mortgage Workshop will be held February 6 - 9, 2003 in beautiful Delray Beach, Florida.

Imagine Florida in February — across from the Atlantic Ocean — and you don't want to miss it!

This event is truly different! A series of workshops have been designed to allow you to participate in the presentations — instead of the teacher/student lecture-type format. Every year we have an underlying theme and this year's theme is CREATIVITY. The event will begin with a 3 hour workshop on how to re-discover the creativity you possessed as a child — and inspire you to become more creative in your mortgage business.

Then, be prepared to learn from some of the best and brightest mortgage pros in the business today. Your creativity—and their ideas—will stimulate your brain cells to help you discover new ways to "turn on your million dollar brain."

Click on the What's New link on Arch's website to get full details and register for the upcoming workshop! ❀

Herder (cont.)

Start by just looking at your marketing materials. Do they look great? When you're looking good, you attract more attention. The same is true of your marketing materials. Make sure that your picture is interesting and in full color.

Next, go through and look for all the facts, figures and logical benefits in your materials and get rid of them. Replace them with interesting, emotional stories that are exciting to read. Remember, the best read and most effective ads all tell stories that capture the readers emotionally.

Make it Easy

Make sure you offer an easy and non-threatening way to contact you. Offer a free special report, a list of your ten best buys, or hot new listings. Don't say to call when you are ready to buy or sell. That's like getting dressed up to go out to a nightclub, and when a member of the opposite sex seems interested, giving them your number with a note that says, "call me when you are ready to get married". Saying, "let's get together for coffee" will get a much better response.

Finally, realize that sales and marketing are two different things. They both have their place. Become a student of both. Personally, I am a little biased towards the marketing side. I believe it is the key to attacking a steady flow of clients coming your way. I would recommend that you start by reading two marketing classics: "The 22 Laws of Marketing" and "Positioning"; you can find them at hobbsherderbooks.com or at your local bookstore.

I'd like to know what you thought of this article. Understanding the difference between sales and marketing is crucial to your success. Please send any comments or questions to me at Greg.Herder@HobbsHerder.com. Thank you.

Greg Herder was a successful agent and office manager before co-founding Hobbs/Herder Advertising, an agency that specializes exclusively in creating marketing materials for Realtors®. He has personally written over 1000 successful direct-mail campaigns for agents as well as the complete campaigns for some of the nation's top agents. He is author of numerous books, special reports and articles on various aspects of real estate marketing. ❀