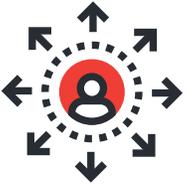




How to be a Connector, Communicator, and Community Leader During Covid-19

Use Your Natural Talents To Gain Credibility In Your Marketplace During This Crisis

1 CONNECTOR



Salespeople are natural connectors. Maintaining many trusted relationships is one of the keys to success in the real estate industry. There are lots of moving parts as well as people involved which creates the need for high quality communication.

So, leverage your ability to connect people's needs with the right solutions to increase your social value.

FOR EXAMPLE:

Write out resources that you are connected to and have that list of contact info ready when you need it. Think specifically about small business owners, non-profit organizations and other reputable connections you can help foster.

Then do what you do best! Keep talking with people. Reach out to your network and see how people are doing. Just touching base with people will raise their spirits and give you opportunities to be of value to them.

2 COORDINATOR

Closing loans and real estate transactions are a series of difficult decisions with an ever changing landscape. Let's be honest...it's generally chaos.

Real estate agents and loan officers are drawn to the challenge of coordination through this chaotic time. The best real estate professionals thrive on solving challenges.

Many of the people in your network are struggling with real challenges right now. Pick up the phone and talk with them. Especially people who you work with closely or are influencers in your community.



Help coordinate anything they need to make their life better. They'll remember it and make your life better in the future!

3 CHARITY

People running charitable organizations are being flooded with calls and pulled in a thousand directions. As a salesperson with the skills we've just discussed, you have the ability to help even if you're stuck at home.

CALL AND ASK HOW YOU CAN HELP WITH CONNECTIONS AND COORDINATION.



Become a servant for an hour or two a day and work as hard as (or harder than) you'd even work on your own business.

There's a magical thing that happens when you give your talents away. It's a true win-win.

But I'll let you in on a little secret...You always get more out of it than they do. Because you feel good about yourself. You can't help it. You're wired that way.

And the people you meet and interact with along the way will become staunch supporters of you and your business after this all settles down.

4 CHAMPION

Small business owners in your sphere of influence are being devastated by the current pandemic. Find out how you can help them and get the word out!

SOME IDEAS:

Post reviews on social media encouraging people to use these businesses as needed. Encourage people to order food to be delivered from local restaurants.

Let people in your sphere of influence in on who you know, like and trust doing business within your community.

Your contacts will appreciate you fighting to help your local businesses and the business owners will naturally want to pay you back in the form of future referrals!



QUESTIONS OR COMMENTS? CONTACT US!

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