

Contact Management is a Contact Sport

If you have heard me speak in the past you might have heard this story. I was crisscrossing the country doing my Contact Management Seminar which included my F.O.R.D. system, more about that in a future article/blog. Anyway, as I was standing in the hall outside the room I was going to present an elderly (my current age now) gentleman asked if was the teacher, prefer the term presenter and I said yes. He says do you think I need this class? I asked him what system he was using for contact management, Top Producer, Outlook or some other system?

He pulls a stack of 3" x 5" index cards from his shirt pocket and says this one. As I gazed at the cards I saw paper clips, rubber bands and most were rather tattered. I wanted to learn his system, needed know how this gentleman was doing his contact management, I asked. He says these cards are divided up by prospects, current transactions, past clients and people I need to be a REALTOR® like home inspectors etc. Each section was bound together by a rubber band and I asked him to explain the prospects and past clients stack. He showed me the card, it had all the information needed about the person, family, dates, interest and so on. He explained when he called one of these people he took notes and moved the card to the back of the bundle after noting the date and anything new. I noticed some had paper clips holding more than one card, I asked and he said he talked to them a lot. He told me he had free time during the day and evening and just pulled the stack out, read the top card and called them.

With great admiration, I asked if he was available to teach the class I was about to present! He did stick around but he left me with one giant lesson. It's not the system it's the person and part of my theme was taking a lead or prospect to a higher, better relationship! Maybe 3 x 5 cards are the answer for some of you! REALTORS® "Raise the Bar" #raisethebar