

April 17, 2020 / Miami, Florida



## How to turn the Great Isolation into the Great Opportunity

Ideas presented by:  
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### Questions we'll explore:

1. How can I improve my value proposition?
2. How should I be engaging clients and prospects now?
3. How can I increase my market penetration when the market returns?




Q & A to follow




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### How can I improve my value proposition?


-  Simple: 15 minutes
-  Moderate: 15-60 minutes
-  Advanced: 1-3 hours





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### How can I improve my value proposition?


 Claim it! State it in 10 words or less and paste to your email signature.





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### How can I improve my value proposition?


-  Explain it! Craft a...
  - CART (Challenge / Action / Result / Testimonial)
  - Recommendation on LinkedIn

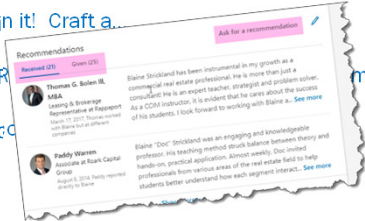



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### How can I improve my value proposition?

-  Explain it! Craft a...
  - CART (Challenge / Action / Result / Testimonial)
  - Recommendation on LinkedIn


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### How can I improve my value proposition?

★ Broaden it! Craft a Gantt chart that shows exactly what you do.

- List the steps
- Hire an “engineer” on Upwork
- Use in your presentations



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### How can I improve my value proposition?


★ Broaden it! Craft a Gantt chart that shows exactly what you do.




Thank you:  
[Blog.ColtPowerCRE.com](http://Blog.ColtPowerCRE.com)




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### How should I be engaging clients and prospects now?




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### How should I be engaging clients and prospects now?

▲ Post self-crafted content on social media

- Are you linked to your clients?
- Ask a question, survey, send something



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### How should I be engaging clients and prospects now?

■ Call people you should / could have reached out to over the past year

- Call until you have 10 conversations
- Learn with an eye toward sharing




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### How should I be engaging clients and prospects now?

★ Offer an online learning session


- Enable engagement on their side
- A virtual “lunch n learn”
- Book study group, idea firestarter




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## How can I increase my market penetration when the market returns?




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## How can I increase my market penetration when the market returns?

- Scour your database
  - Find three new conclusions
  - Add one "user-defined" field



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## How can I increase my market penetration when the market returns?

- Craft a Top 125 program
  - Details in Thrive, HBS website
  - Start with 25, grow the list to 125 in one year




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## How can I increase my market penetration when the market returns?

- Predict the next 50 transactions
  - Algorithm: key indicators
  - Scorecard: relative weights for key elements
  - Check your results



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**Thanks for participating!**

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