

## **Ultimate Checklist for Call Nights**

**Set a Date & Time:** As the World Class Team Leader, you're responsible for setting the date and time each month for Call Night. Do this at least a few weeks in advance and have your Admin send out a "Save the Date" notice to all team members.

**Set Reasonable Goals:** Use a white board or poster board and encourage your agents to add their personal goals in each category:

- Number of calls made
- Number of connections made (actual conversations)
- Appointments set

This action is two-fold - it will give your agents some tangible goals to work towards and also create friendly competition within the team!

### **Prepare for Call Night:**

- Send a reminder to your team a week prior to Call Night and the day before Call Night to get them excited!
- Select a fun theme for the night.
- Provide food and drinks (go ahead and order your food and beverages).
- Buy gift cards and prizes.
- Print out any gift certificates, awards (Most Calls, Most Appointments Set, First Appointment Set, etc)
- Buy any needed supplies such as extra pens, paper, notepads, and stick notes.

### **The Main Event:**

It's time to decorate, organize the food and beverages, and have the agents work stations clean and ready for each agent. Stock with pens, papers, and sticky notes. Make sure your whiteboard or poster board is ready to go! Also, check for plenty of electrical outlets for them to plug in their laptops and phones. Put on some upbeat music and get ready to go!

The agents should be able to walk in and get started. The only thing they should focus on is **CALLING LEADS!** Don't let idle chit chat or water cooler talk happen. Keep them focused. Use an egg timer if necessary.

Rinse and Repeat: Congrats! You've survived your first Call Night!

At the end of the night, tally up all the agent's activity and have them log in their results in their own CRM (make sure they update all the leads, calls, and appointments). Take about 15 minutes and talk about their wins. Find out what can be improved upon. Hand out prizes and awards. Then start planning your next Call Night!

### **Other Tips for Call Night:**

#### *Tip #1: Role Play & Practice Scripts*

Practicing scripts with your team on a regular basis is how most teams achieve massive success. Your Team should have a script book that has scripts for every scenario (FSBO, Expireds, Circle Prospects, SOI, etc). Have your team practice them by role playing conversations to get them comfortable being on the phone.

#### *Tip #2: Categorize Leads*

Telling an agent to "call all your leads or SOI" may sound like a daunting task. Especially if they have a database with over 5,000 leads. Where would they start? Remember the old saying, "How do you eat an elephant?" One bite at a time.

Using the same strategy, use filters in your CRM system to section your database into "bite-sized chunks." This will create smaller lists that will allow your agent to spend their time wisely and not feel overwhelmed.

#### *Tip #3: Have a Productivity Coach or Mentor at Call Night*

The maxim is "See One, Do One, Teach One" or as the sensei might say "SODOTO." Consider having your Coach or a Mentor at your next Call Night. Have them make a couple prospecting calls while the agents listen in (put the calls on

speaker). This just may be the thing that gives your agents the confidence boost they need to make it through 2-3 hours of calling!

Good luck!

### **Call Nights MORE Ideas!**

- Held on Tuesdays and Thursdays from 6-9pm (Can start at 5 if team prefers)
- Team Members **MUST** attend one of the two call nights each week.
- Ideally large teams split up and decide on Team "Tuesday" and Team "Thursday", with each team being equal in size.
- Have a bell that is rung each time an appointment is set.
- Everyone yells "Recco" or something cool when the bell is rung.
- Contests rule: Most Appointments Set Individual, Most Appointments Set Squad
- Squad Awards: Teams with 3+ appointments per agent get pizza at next call night. 5+ per member gets way better food.
- Agent Awards: Have a cool stuffed animal, hat, crazy sunglasses or other "bragging rights" item that the winner's name is displayed on until next call night... a "Wall of Winners" with the names of the year's winners is cool, too. \$50 Cash Award never hurts!
- Make it **SUPER FUN!**
- Require Lender Attendance!
- Bring lots of synergy. Play upbeat music.
- Do it **EVERY** week.
- Motivate and **EXCITE** each other!
- Be **IN** it to **WIN** it **TOGETHER!**