

The “Daily Plan-It™”

SHUMATE BROKERAGE CORP.

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Working With Clients in a Slow Economy- Part II

This column is Part II of suggestions on how to work with clients and prospects in a slow economy. We would like to share some additional ideas with you.

1. Protect Your Confidence

If your confidence is shaken, so is that of everyone around you. If you are unsure, so are your prospects and worse, your clients. People hire you because they trust your advice; therefore, you need to provide clients and prospects with a strong sense of optimism. Your self-assurance will bolster their belief in the future. However, you can't provide what your clients and prospects need if your confidence is at an all-time low. Try to develop a habit of protecting yourself by taking five minutes at the end of your day to write down two or three of your “wins” for that day. This allows you to identify what is working and where you are making progress in your life. It's a great tool to maintain your confidence on a daily basis.

2. Protect, Protect, Protect

We discussed this briefly in our first Daily Plan-It™ of 2008. My recommendation is to help your clients protect, protect, protect — their assets, their cash flow, their businesses, their families — through estate, business and insurance planning. When people are scared, you can provide tremendous value by teaching them how to protect the things that are important to them.

3. Follow the Money

Even in a recession, someone is making money. Who is it? In the legal industry; bankruptcy lawyers, family law lawyers, and commercial

litigators. Experienced real estate investors do very well in a down market (the key word is here *experienced*). The medical industry always seems to do well no matter what. Pay attention: What people do you know who may do well in a recession? Are they good prospects for you? It may make good strategic sense to adjust your prospecting over the next year. Look and ask, “who is making money now?” Is there a way that you can start working with them? What is it?

YOUR IDEAS

We are wide open to any ideas *you* may have. Please call or email us with your thoughts!

As always, thank you for your referrals.

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