



GOLDEN TIGER REALTORS

You say Sell! we say Sold!!

A black and white photograph of a luxurious dining room. The room features ornate furniture, including a tufted sofa and several high-backed chairs. A large chandelier hangs from the ceiling. In the background, there are glass display cabinets filled with various items. The overall atmosphere is elegant and sophisticated.

Cold Calling

Cold Calling

- Definition of Cold Calling : is a sales and marketing technique where a salesperson or representative contacts a potential customer who has had no prior interaction with the company or product. The call is "cold" because the recipient has not expressed interest or initiated contact beforehand.
- Every PP has been allocated his/her personal folder called: Data Base
- The PP gains access to this data base when he/she logs into the back office using his/ her users name and password.
- Under Resources they will find the folder Data Base.
- The data base is a list of contact details of potential clients.
- On the data base list is an outcome collum.



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- Every Monday the administrator will load 300 names and contact number on every PP Data base.
- It is mandatory that every PP completes this list in the 7 day period.
- GTR has made a Phone APP called Glocom for every PP to download and use.
- This app uses Data to make calls
- The agent access the app and can call as long as he/she has access to Data.
- At the end of every week every PP will be assessed as to their progress during the Wednesday feedback meeting.



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