

+ Content Selling:
Tuesday Training



This is "Content Selling"



5 Key principles



1. Action
2. Customer
3. Insights
4. Evidence
5. Authority

Wrong

RIGHT

Noise

Authority

Voice

Random

Evidence

Proof

Marketing

Insights

Memorable

“Pitch”

Customer

Education

“Delete...”

Action

Momentum



Real-Time Housing Market Update

Published by Altos Research & Real IQ

January 12, 2010

The Altos 10-City Composite presents the most current perspective on housing market conditions across the country. The Composite **median price fell by 1.0% in December 2009.**

Highlights

- The Altos Research 10-City Composite Price was down by 1.0% in December and 1.4% during the fourth quarter of 2009. For the full year 2009, the Composite Price Index showed an increase of 5.2%.
- The Composite effectively bottomed out in January 2009 at \$470,017, climbed throughout the first half of the year to \$509,030 in July before returning to a gradual downward trend and ended at \$494,426 in December. Prices are likely to continue showing modest declines throughout the seasonally weak winter months of 2010.
- Asking prices increased in just one of 26 markets - Miami. The previously strong California markets all showed price declines during December.
- The largest monthly drop in asking prices occurred in San Diego with prices falling 4.3%, followed closely by Salt Lake City which showed a 3.5% decline. San Diego also experienced the steepest quarterly drop in asking prices – down 7.3%.
- Listed property inventory declined in 24 of 26 markets tracked. The inventory declines were largest in Boston and the California markets of Los Angeles, San Francisco and San Jose.
- All markets except San Francisco had a median days-on-market of 100 or more in December. By far, the market with the slowest rate of inventory turn-over was Miami with a median of 247 days-on-market or more than eight months.

December Home Price Trends

The 10-City Composite Index was down 1.0% during December and 1.4% for the fourth quarter of 2009. The Index started the year in January at \$470,017 and reached a yearly high of \$509,030 in July before back falling to \$494,426 in December. The market was heavily influenced by the Federal Reserve's mortgage-backed securities purchase program which resulted in historically low mortgage rates and the federal government's home buyer tax credit which was recently extended beyond its original November expiration date.

Webinar



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Home Technology Education More Topics

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 **ALTOsResearch**
Real-Time Real Estate Data

When Does the Housing Recovery Start?

Presented by:

Scott Sambucci
Vice President, Market Analytics

Blog Series

MARCH 27, 2012



FEBRUARY 28, 2012

by SCOTT



FEBRUARY 15, 2012

by SCOTT



DECEMBER 27, 2011

by SCOTT



Dear January, The housing market is much better now.

The Detroit Housing Market: And you thought we were crazy...

Is declining Housing Inventory a bad thing?

October home prices are so passe...
Inventory & Days-on-market are the real story for 2012

<http://blog.altosresearch.com/author/scott/>

Can the mortgage industry talk about technology please?

Tech conference obsessed with current events

March 19, 2014 *Scott Sambucci*

KEYWORDS [GOOGLE](#) [MORTGAGE](#) [TALK](#) [TECHNOLOGY](#)

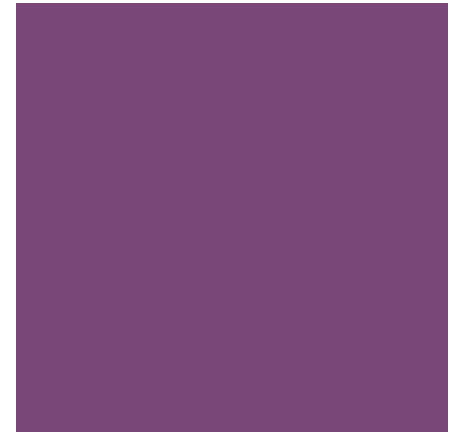
  REPRINTS



“CFPB.” “Regulation.” “ALLL.” “Dodd-Frank”. “TILA.” “RESPA.” “MDA.” “Reg Z.” “Appendix Q.” “Johnson-Crapo.”

Weird. I thought I traveled to Los Angeles for a mortgage technology event, yet it seems the only topics I’ve heard talked about at this week’s [MBA Technology Conference](#) are recent changes to regulation and compliance.





+ Why is this important?



You need to fill the
room



You have stellar
content



+ You're putting in the effort



Afraid of losing your bet



Pack the house



Show your Authority Voice



Get 'em to TAKE ACTION





5 Key principles



1. Focus on outcomes

what's
in it for
ME?



2. Market in waves



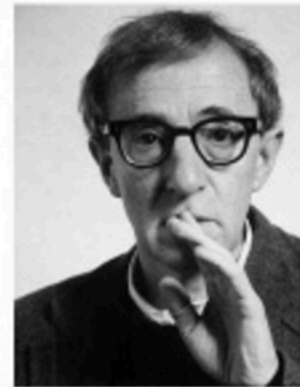
3. Get help from partners



4. Focus on the "shows"

"80% of **SUCCESS**
is *Showing Up*"

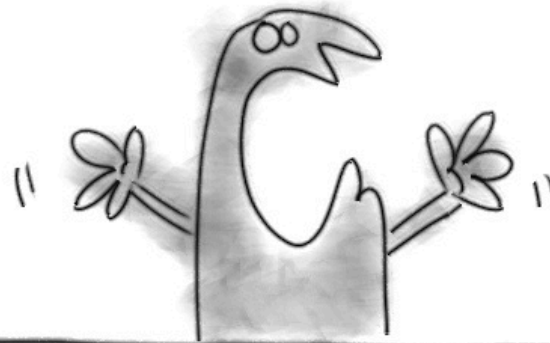
---By Woody Allen



5. Every one is practice
for the next



Now What?!!



Part 1.

Marketing copy &
Registration Page





Headline Example:

"How to [GET RESULT]

Without

[THING THEY DON'T
LIKE]"



Headline Example:

"Three Strategies to
[POSITIVE WORD] Your
[OUTCOME]"

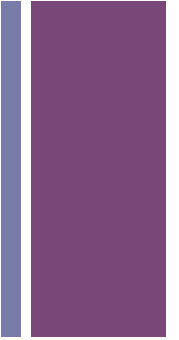


Headline Example:

"How to Avoid Three
Mistakes that XYZ
Companies Make"

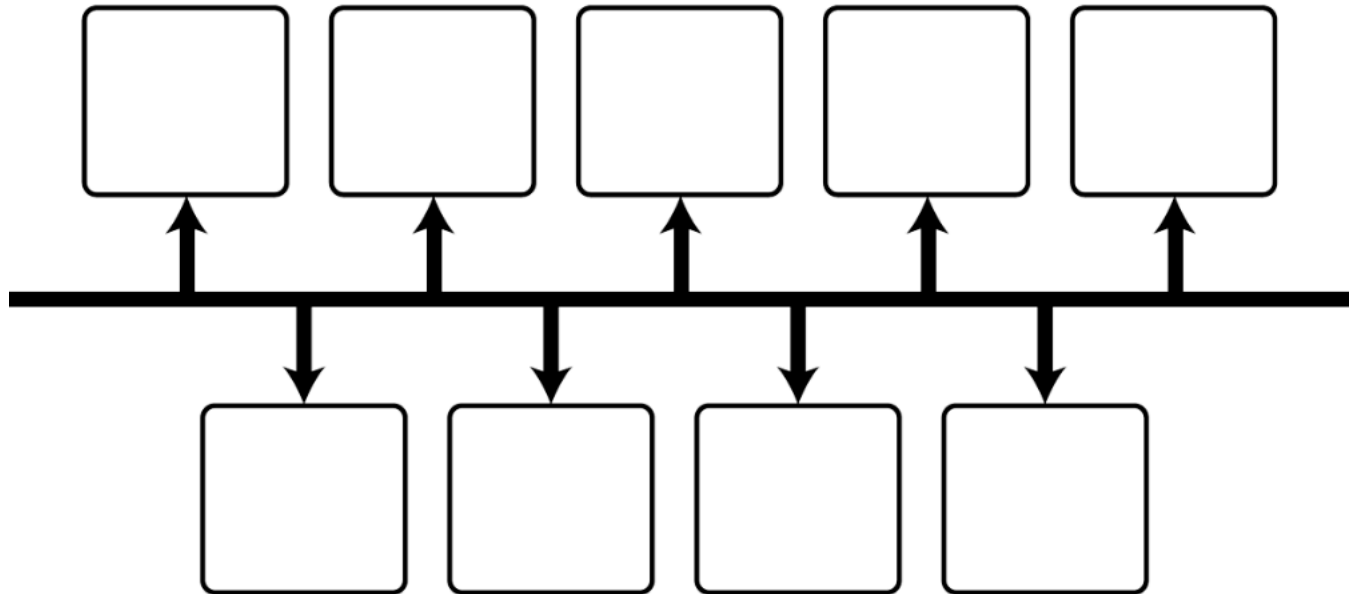
+ Marketing copy & Registration Page

- Give 'em a clear "Why?"
- Create Scarcity
- Special Offer



Part 2.

Promotion Timeline





10-14 days

Start with your list -
email and blog.

"Exclusive offer to grab
your seat."



10 days: Public promo

Post in public channels:
LinkedIn, Groups,
Facebook, Twitter.

10 partners to retweet/
repost/Like/comment



5-7 days:

Email your list.

Individual outreach
sprint, ie. LinkedIn
Saved Search.



3 days

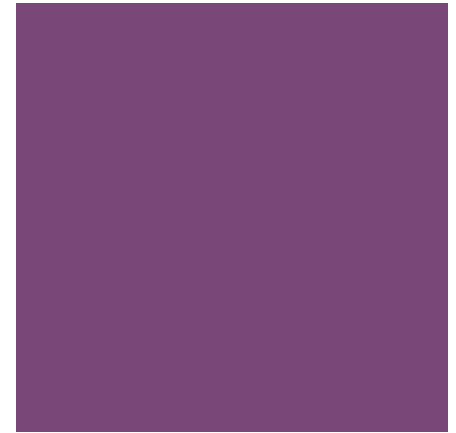
Repost in social channels.

Contact registrants individually to increase show up rates.



1 day

Last chance email/post.



+

Tools & Resources



WEBINAR PLAYBOOK: STARTUP SELLING

WEBINAR INVITATION EMAIL # 1

Send Day - 14

Subject: Can you join INSERT WEBINAR TITLE

As we talk to customers and executives just like across the INSERT INDUSTRY, we're hearing time and time again that companies are searching for new ideas about INSERT PROBLEM

I sat with the team here at COMPANY NAME, and we've identified what we see as the top "...five challenges with driving online customer engagement..."

"...four marketing strategies that should not be abandoned..."



STARTUP SELLING: WEBINAR BUILDER WORKSHEET

Webinar Topic:

Problems:

1.

2.

3.



STARTUP SELLING SALES PROJECT BUILDER

Project Name & Description

Best Result	Worst Result
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Success Criteria

STARTUP SELLING PROJECT PLANNER

Project Goal:

		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	Daily Activities Planned							
	Actual							
Week 1 Summary								
Week 2	Daily Activities Planned							
	Actual							
Project Summary								

+ Listen to this recording...







SALESQUALIA

Startup Selling [MEMBERS ONLY]

🔒 Closed Group

Joined ▾

➦ Share



WEBINAR PLAYBOOK: STARTUP SELLING

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Subject: Can you join _____
INSERT WEBINAR TITLE

As we talk to customers and executives just like across the _____
INSERT INDUSTRY
we're hearing time and time again that companies are searching for new ideas about

INSERT PROBLEM

I sat with the team here at _____
COMPANY NAME
, and we've identified what we see as the top "...five challenges with driving online customer engagement..."

