

Maile

# The Compound Interest of Relationships

Presented by Maile Collmer © 2020



Asentiv®



Who is Maile?

# Prospecting is hard work

Harder to reach people

Who answers the phone or opens the door to strangers?

Longer to generate new leads

No-results networking

Prospecting goals  $\neq$  Work less

Time-consuming/Exhausting

All in all...

Prospecting is no longer sustainable



# Baylor University Study

6,264 Calls

72% Said “NO”

28% “Productive” = 1774

→ 19 Appointments = .3%

→ 20% closing rate = 4 sales

$4 \div 6,264 = .0006$  or .06%

330 Calls = 1 Appointment

1650 Calls = 1 Sale

# What about online?

Average landing page conversion rate is 2.35%

Top 25% are converting 5.31%

Top 10% are converting 11.45%

- Those top 10% are the top 10% of Google Ads advertisers
- So that conversion rate is only after you paid for the lead generation to your landing page



“ Before taking training from Maile, I was concerned about shifting my focus from the cold calling and direct contact prospecting I was doing. I was exhausted by how time consuming that is - it works, but it is not sustainable. ”

- Kimber Smith, AAMS, CRPC

Is there another way?

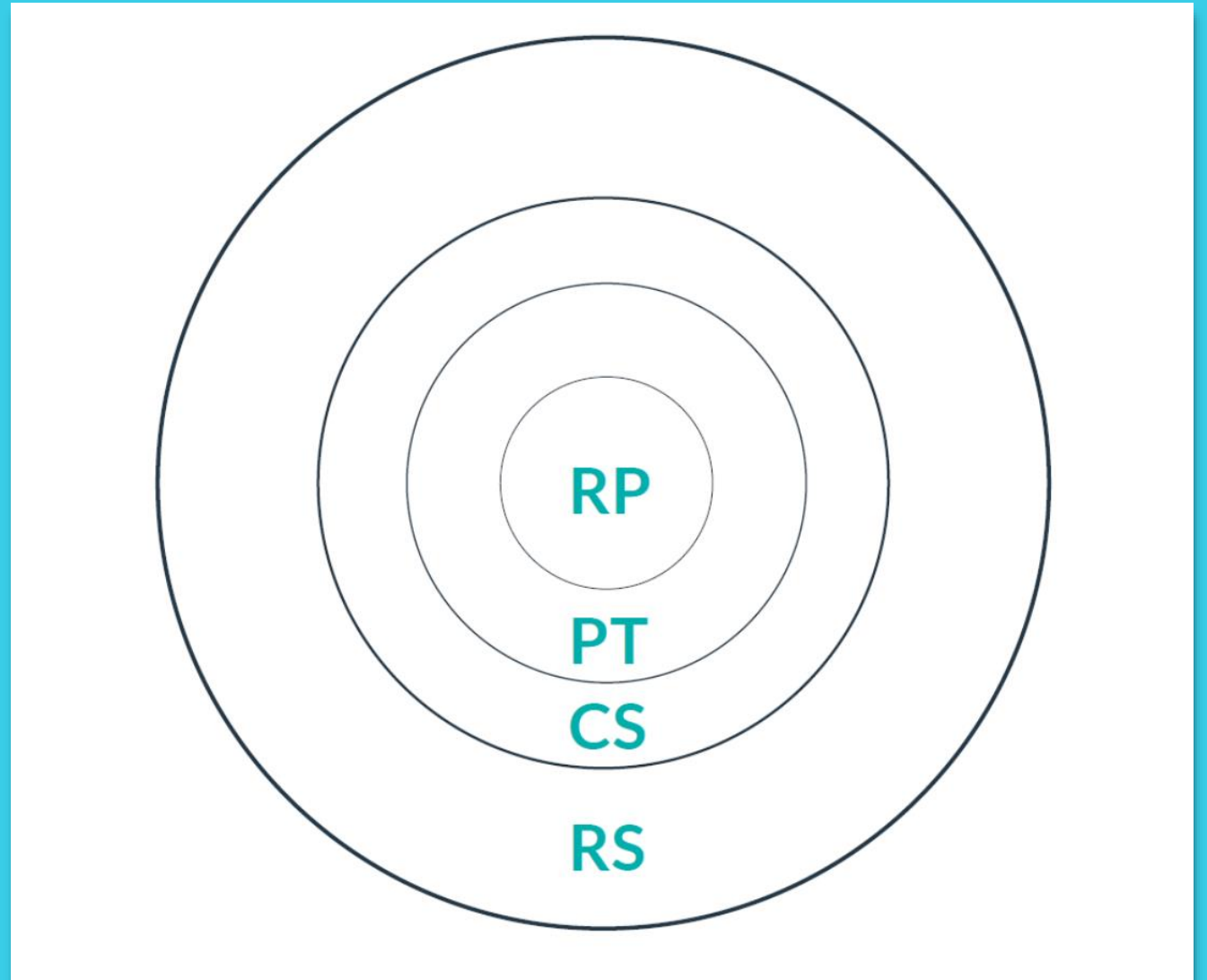
# Passing The Competition

**“The best marketing doesn’t feel like marketing.”**

**– Tom Fishburne, Founder of Marketoonist**

# Referral Team

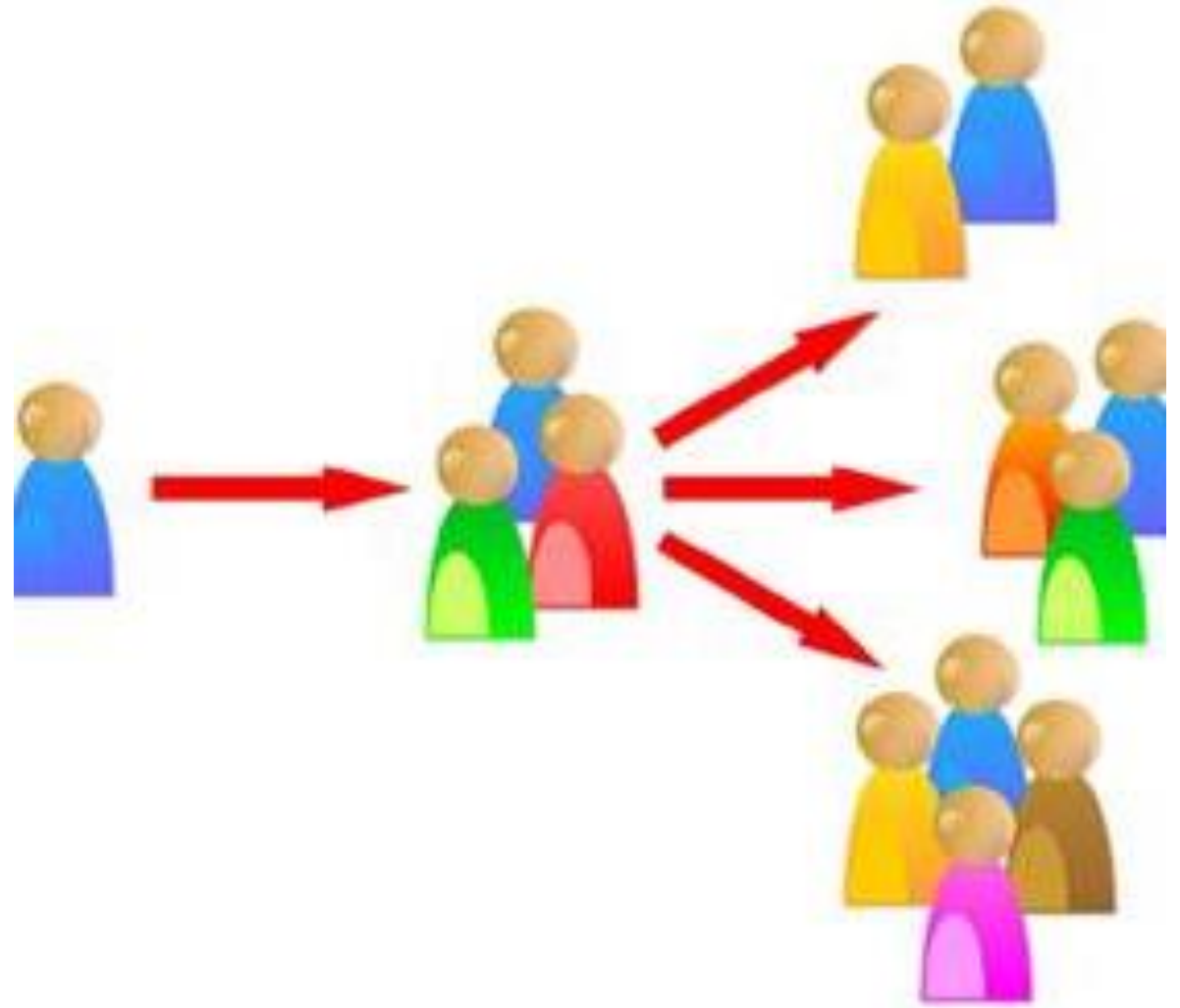
- Contact Sphere includes business and professions that are complimentary and not competing
- Make a list of 20 professions and ask to be introduced!

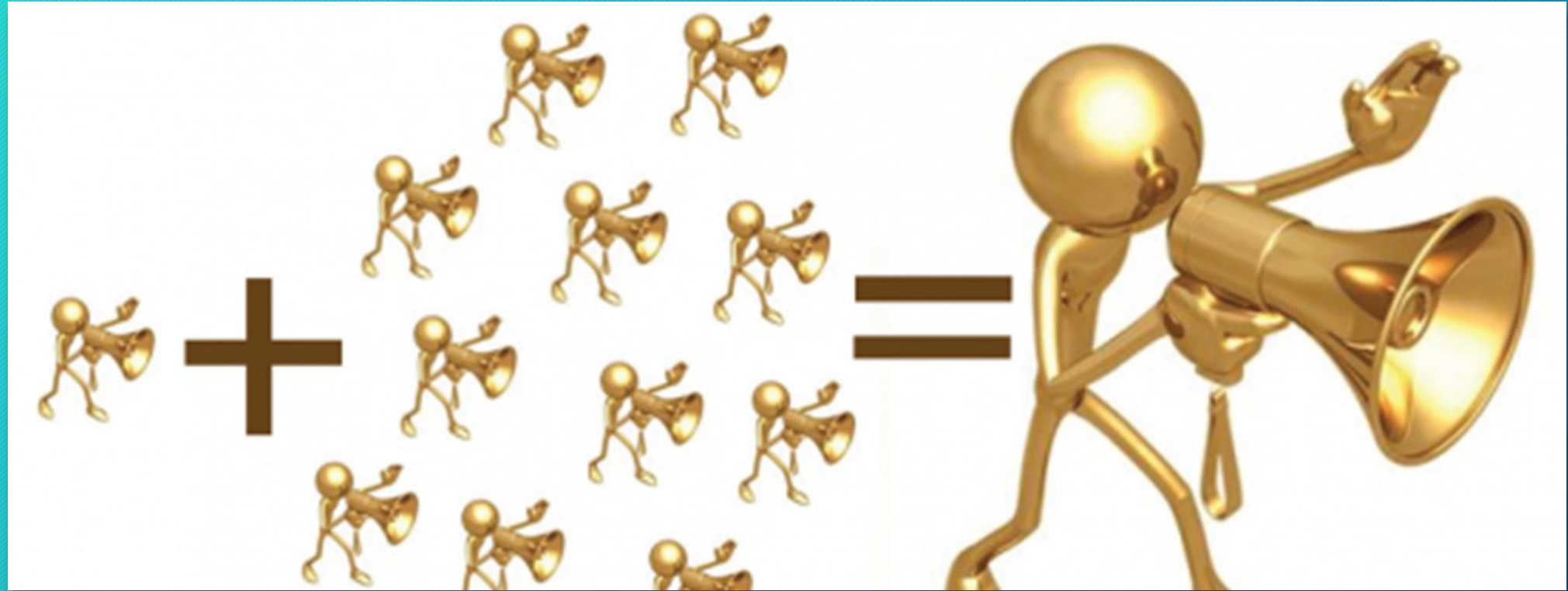




**Referral Team**

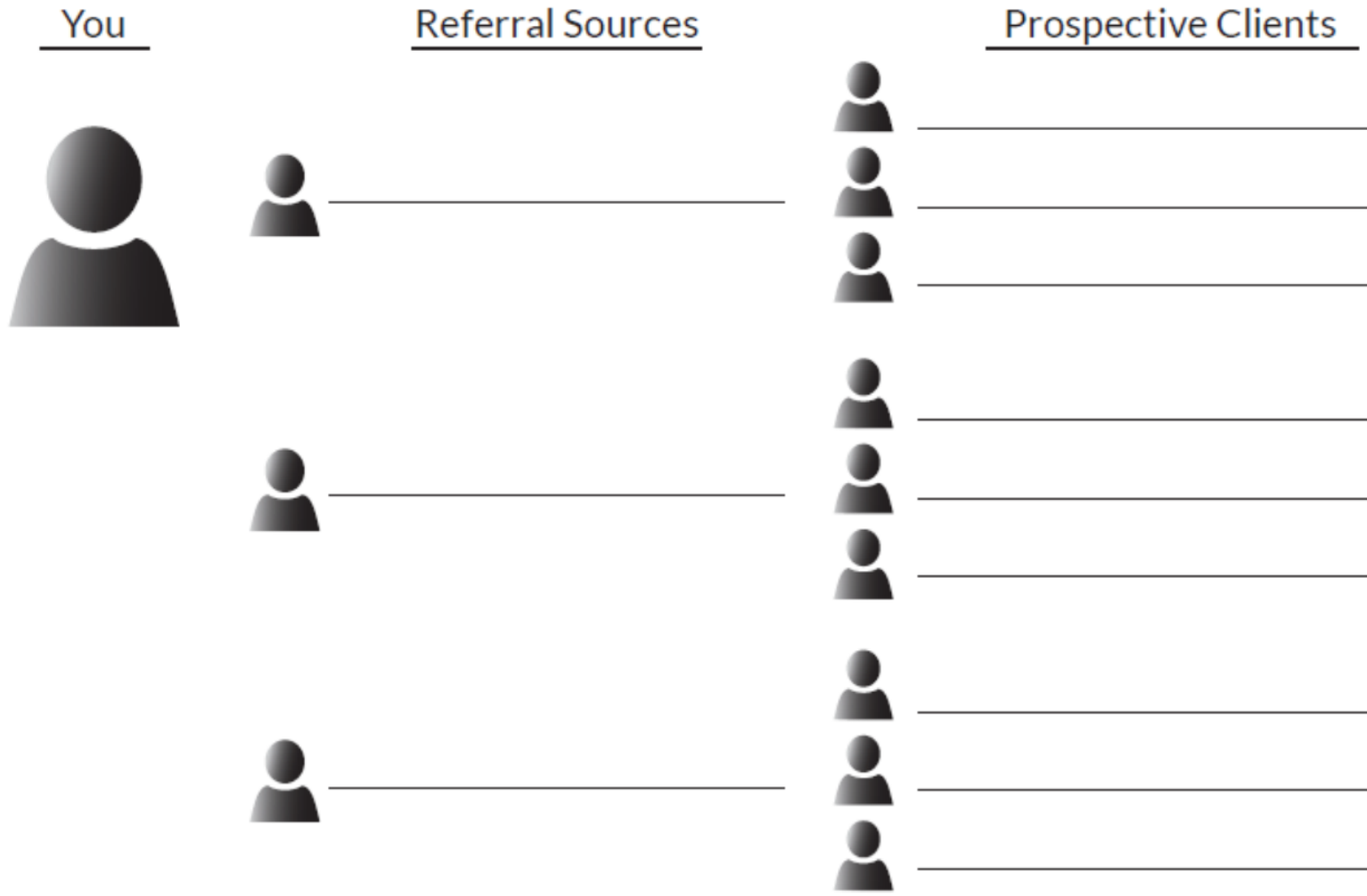
**Work  
Smarter!**





The Power of a great Referral Source

## TRADITIONAL PROSPECTING VS. USING REFERRAL SOURCES





# Kimber Smith, AAMS, CRPC

*"... Now all I do is focus on the giving activities Maile taught me. My referrals have increased by 20% and with an increase in quality, has netted me an increase of income and new assets of 16%.*

*"I have read many books and had numerous coaches tell me what to do throughout my career. What makes Maile different is she helps her clients get to the root of why they do what they do and what is blocking them from implementation.*

*"Knowing what you need to do does not always translate into doing it. Getting trained by Maile does."*



# What does Maile do?



Workshops



Small Group Coaching



Private Coaching



Mastermind Groups

# Why clients choose Maile

- Proven process
- Increase referral business
- Decrease ineffective time prospecting or networking in the wrong places
- Clarify their message
- Identify who they need to network with and how to do it
- Have support in attaining their goals
- Enjoy their business more



# Asentiv Contra Costa

- **Creating Community**
- **Building Teams**
- **Continuously Improving**





**Asentiv**  
mastermind  
community



# Asentiv Mastermind Community

Leveraging the potential of like-minded people who help each other succeed.



# The Compound Interest of Relationships

**“Together we can accomplish so much more than we can alone.”**

**– Maile Collmer**



# Next steps

- Have a conversation with Maile
- Plug in with Maile's weekly Referral Intelligence video tips





# Let's stay connected!



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