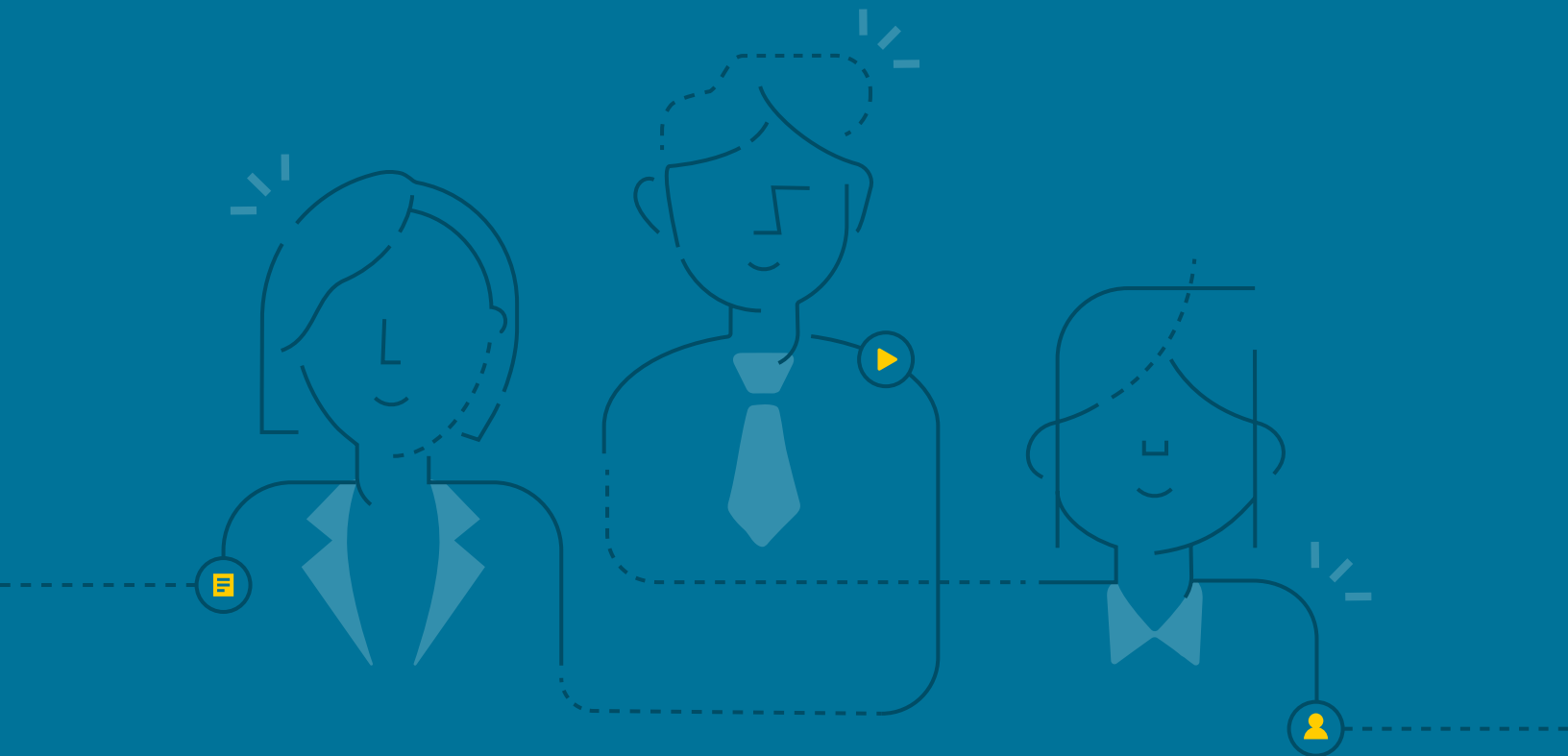




YOUR BROKER **ACTION PLAN**

Plan for your first 4 weeks with **BombBomb**.

What to say, when to send, and how to stay on track to recruit and retain agents with simple video messages.



PLAN YOUR FIRST 4 WEEKS

Top Desired Outcomes

Many of the messages you need to send to agents and recruits are best done face to face. When you can't be there in person, video's the next best thing. Here are the best touches organized by desired outcome, including how often and how many to send!

RECRUIT NEW AGENTS

- Sending to your whole list** Frequency: as needed weekly monthly Quantity: 1 2 3 4
- One-to-one** Frequency: as needed daily weekly Quantity: 1 2 3 4
- The ask** Frequency: as needed
- Appointment confirmation** Frequency: as needed
- Appointment follow-up** Frequency: as needed
- Smooth transaction** Frequency: as needed

RETAIN YOUR AGENTS

- Birthdays** Frequency: as needed
- Encourage your agents** Frequency: as needed daily weekly Quantity: 1 2 3 4
- Gratitude** Frequency: as needed daily weekly Quantity: 1 2 3 4
- Invite to office meeting** Frequency: as needed
- Milestone** Frequency: as needed
- Team meeting follow-up** Frequency: as needed
- Training point** Frequency: as needed daily weekly Quantity: 1 2 3 4
- Work anniversary** Frequency: as needed

SAVE TIME AND IMPROVE EFFICIENCY

- Appointment confirmation (pre-recorded)**
- Explaining complex information** Frequency: as needed
- Birthday (pre-recorded)**
- Snippets (pre-recorded and/or pre-written)**

PLAN YOUR FIRST 4 WEEKS

Plan Accountability

You're working to build a new habit - a habit with a huge payoff. Accountability is key to forming this habit. Track your actions and reach out to your BombBomb rep to stay on track.

VIDEOS PER WEEK:

ACCOUNTABILITY CALENDAR

Example

WEEK

S

M

T

W

T

F

S

Total per week

7

1

3

2

1

WEEK 1

S

M

T

W

T

F

S

Total per week

WEEK 2

S

M

T

W

T

F

S

Total per week

WEEK 3

S

M

T

W

T

F

S

Total per week

WEEK 4

S

M

T

W

T

F

S

Total per week

TOP DESIRED OUTCOMES / RELATED PURPOSES

Recruit New Agents

When an agent comes over to join you, it's not just about your lead flow, brand name, training, or business model ... it's about you. We see it over and over again. When brokers, owners, managers, and team leaders reach out in a more personal and differentiating way, they increase appointments and conversions. Showing sincere interest in and giving direct attention to a target recruit with video is a winning play. Here's what they're doing.

81%

of BombBomb customers report an increase in replies and responses.

68%

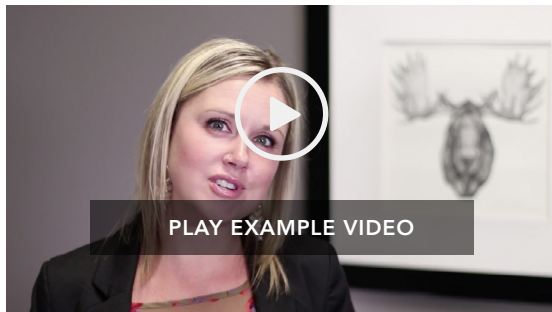
of BombBomb customers report an increase in conversions.

10%

of BombBomb customers doubled or more than doubled conversion.

Don't settle for the silent treatment.
Don't waste time with back-and-forth emails, texts, and calls. **Increase engagement and accelerate the sales process with video messages.**

SENDING TO YOUR WHOLE LIST

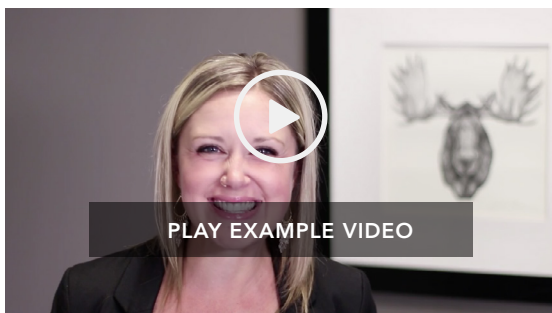


SUGGESTED SCRIPT:

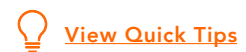


"Hi, (name). (Name) here with (company name). I wanted to send you a quick video with a tip about (valuable training). (Training topic) is just one of the things I like to train my agents on. If you ever have any questions about (training topic) or anything else, please don't hesitate to reach out to me. I would love to sit down and chat with you."

ONE-TO-ONE APPROACH

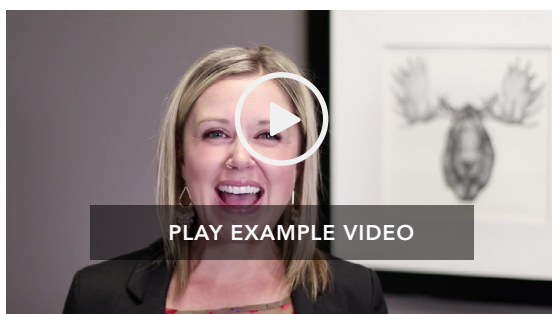


SUGGESTED SCRIPT:



"Hi, (name). (Name) here with (company name). I wanted to send you a quick video to say congratulations on (recent accomplishment)! It's hard not to notice all the great work you're doing. Congratulations again, and please let me know if there is anything I can do for you."

THE ASK

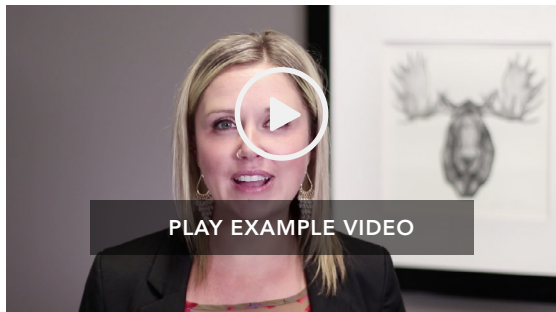


SUGGESTED SCRIPT:



"Hi, (name). (Name) here with (company name). There are a couple reasons I thought you might be interested in sitting down and having a conversations about what it might look like for you to come work at (company name). (Give 2-3 unique value propositions). If this sounds like something you're interested in hearing more about, I would love to sit down and talk with you. You can reply to this email or give me a call with a couple times that work for you. I hope you're having a great day and look forward to talking to you soon."

APPOINTMENT CONFIRMATIONS

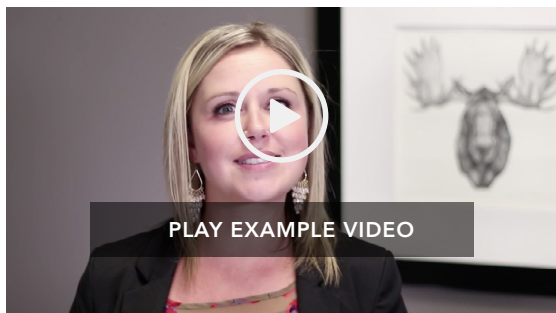


SUGGESTED SCRIPT:



"Hi, (name). (Name) here with (company name). I wanted to send you a quick video with a tip about (valuable training). (Training topic) is just one of the things I like to train my agents on. If you ever have any questions about (training topic) or anything else, please don't hesitate to reach out to me. I would love to sit down and chat with you."

APPOINTMENT FOLLOW-UP

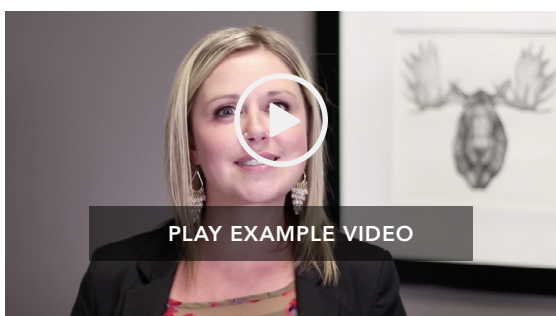


SUGGESTED SCRIPT:



"Hi, (name). (Name) here with (company name). Thank you so much for taking time out of your busy schedule to meet with me. I want you to know I heard you loud and clear that (repeat back what they told you was important or an objection in the meeting) is really important to you. I really feel confident that (tell them how you will value what is important to them or overcome their objection). Thank you again for your time. I am going to (confirm next steps in the process). If you have any questions, don't hesitate to reach out. Have a great day!"

SMOOTH TRANSACTION



SUGGESTED SCRIPT:



"Hi. It's (name), the broker/owner over here at (company name). I wanted to send a quick video and thank you for such a smooth transaction. My team let me know that the deal closed and what a pleasure you were to work with. I want to say thank you and congratulations. I would also love to hear from you about how your experience was working with my team over here. If there was anything at all we could have done differently to make this a smoother process, please don't hesitate to let me know. I am always open to hearing that feedback. Have a wonderful day. Again, thank you so much for your professionalism!"

Retain Existing Agents

Just as showing interest and giving attention to recruits through video improves results, these tactics also work for engagement and retention of your current team members. You simply need timely reasons to reach out, along with time blocking to make sure it happens. And when you have happy and successful agents, you add to your recruiting efforts.

90%

of BombBomb customers say they stay in touch more effectively.

56%

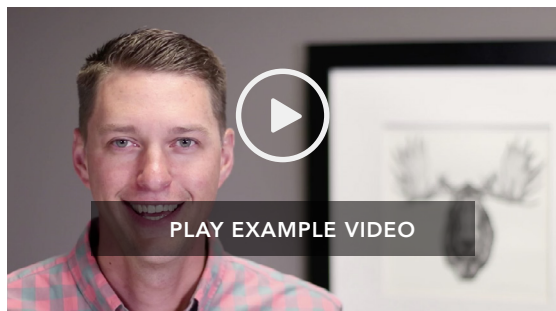
of BombBomb customers say they generate more referrals.

1/3

of BombBomb customers say they've doubled or more than doubled their ability to stay in touch.

The cost of retention and referral is far lower than the cost of acquisition. And these opportunities tend to start warmer and close faster - **especially with video.**

BIRTHDAY

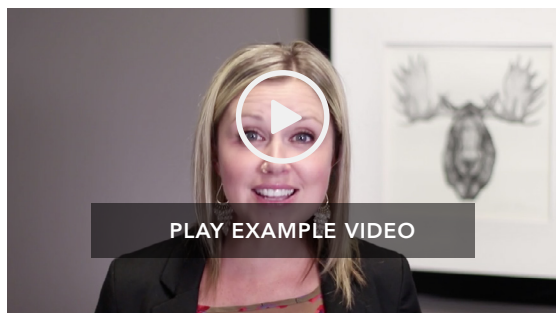


SUGGESTED SCRIPT:



"Happy Birthday, (name). Did you know that on this day it's not just your birthday, but you share it with (notable person or event)? There are a lot of (smart, successful, fun) people born on this day, including you. I'm so grateful you are part of our team. I couldn't imagine our business without you here. I hope you have a wonderful day celebrating and I look forward to talking to you soon."

ENCOURAGE YOUR AGENTS

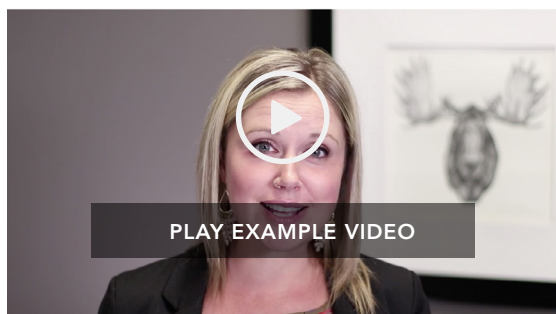


SUGGESTED SCRIPT:



"Hi (name). Happy (day of the week)! I haven't seen you around the office much lately, and I know it's because you've been out hitting the pavement. So, good job! I saw how you've really taken on some of that training we were doing on (training topic) and I can already see how it's making a difference in your business. (Mention a specific win). I just want you to know I appreciate you and I see how hard you're working. And if you ever want to come in to talk a little more about strategy on (training topic) or anything else, I'm always here to be a resource for you. Have a great day!"

GRATITUDE

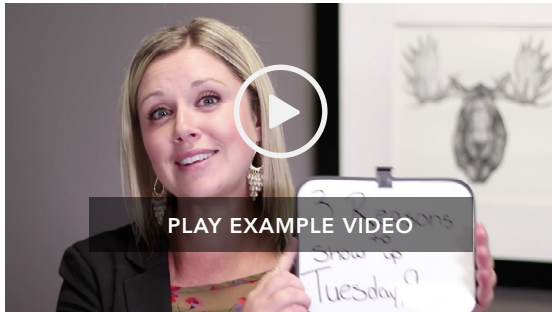


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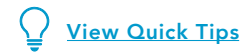


"Hi (name). Thank you so much for being a part of my team. I don't say it often enough, but I'm really grateful for you. I know how busy you are, but I notice that (compliment them on a positive skill or strength and how it improves the business). Thank you for being a part of our organization. I couldn't imagine us not having you here. Have a great day!"

INVITE TO OFFICE MEETING

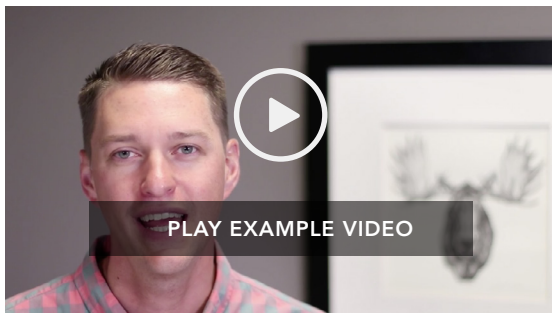


SUGGESTED SCRIPT:



"Hi (name). In this video, I'm going to give you the three reasons why you want to show up to our office meeting on (day) at (time). (Give three quick reasons that provide value to agents). Make sure you show up (day) at (time). I'm looking forward to seeing you all there!"

MILESTONE

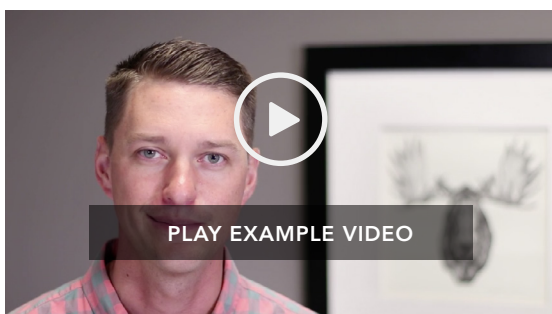


SUGGESTED SCRIPT:



"Woohoo! Congrats (name). You did it - you hit your goal of (their achievement). You are crushing it. I want you to know you're right on track and I couldn't be more excited for you. Remember, I'm here to support you in any way. If you need anything, please reach out. Congratulations again, and have a great day!"

TEAM MEETING FOLLOW-UP

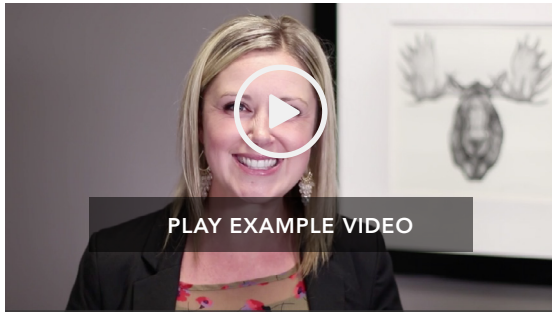


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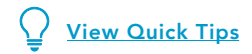


"Hi, (name). I wanted to send out a brief video to recap what happened in our team meeting. For those of you who were in the room, thank you for making the time to be there. For those of you who weren't there, I understand things get busy, but you're going to want to be a part of these future meetings because there were some incredible conversations that took place and frankly, I can't summarize it all briefly. But the one thing I did want to bring up is (mention one main point and tip from the meeting). Of course, if you need anything, please reach out and let me know. I look forward to seeing you all at the next meeting."

TRAINING POINT

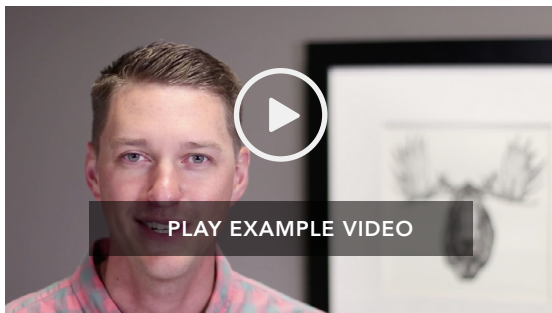


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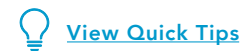


"Hi, team. Happy (day of the week)! I wanted to send over a quick video to encourage you to (recent training point). I know there is a lot going on, but it's important you remember (recent training point). Those little things make all the difference, so keep up the good work. Let me know if there is anything I can do to keep you motivated. Have a great week."

WORK ANNIVERSARY



SUGGESTED SCRIPT:



"Hi (name). Congratulations! It's been (number of years) since you joined our team. I can't imagine life around here without you. To think about where you were (number of years) ago and where you are today...the growth is incredible. You've hit so many goals and milestones in the past (number of years). (Compliment them on specific achievements from their past year.) Here's to the next year and to your growth. If you ever need anything, we're here to help. Thank you for being a part of our team!"

TOP DESIRED OUTCOMES / RELATED PURPOSES

Save Time + Improve Efficiency

A common misconception is that video requires more time than typed-out text. Once you're basically comfortable, though, you'll save time by talking instead of typing and you'll communicate much more clearly, cutting down all those back-and-forth exchanges. With tracking, automations, integrations, and the ability to use your emails, videos, and scripts over and over again, BombBomb gives you serious efficiency gains.

4x

On average, we talk four times faster than we type.

34x

Face-to-face communication is far more successful than typed-out emails.

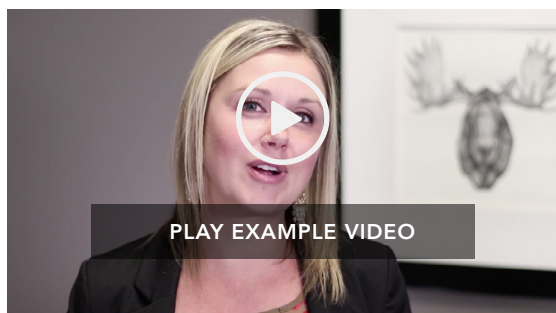
13hr

On average, we spend this much time every week reading and typing out emails.

BombBomb's not just a video platform.

It's a sales acceleration platform. A small investment of time up front delivers significant benefits in the weeks, months, and years ahead.

APPOINTMENT CONFIRMATION (PRE-RECORDED)

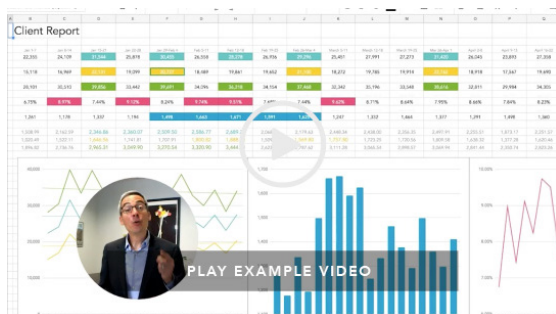


SUGGESTED SCRIPT:



"Hi. It's (name) from (company). Thank you for scheduling some time to meet on (day) at (time). There are three things I'd like to accomplish in that meeting. First, I want to get to know you and learn what you love about real estate. Second, I want to share what we do and how we are different. And third, I want to hear your questions and concerns so you know if this is the right fit for you. If anything changes with your schedule, please let me know and we'll find another time to connect. I look forward to meeting you soon!"

EXPLAINING COMPLEX INFORMATION



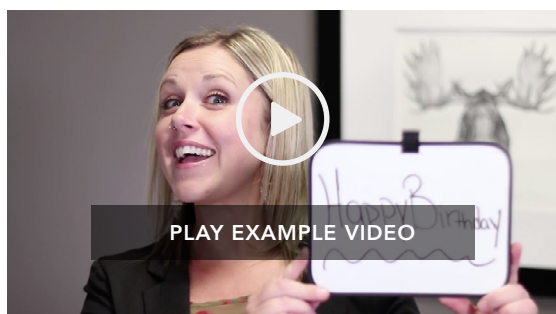
SUGGESTED SCRIPT:



(You can start out singing)

"Happy birthday to you!" I wanted to send a quick video message and let you know I'm thinking of you, I appreciate you, and I hope you're taking a little time to celebrate yourself today because you absolutely deserve it. So have a great day. Happy birthday!"

BIRTHDAYS (PRE-RECORDED)



SNIPPETS



[View Quick Tips](#)

