

# SUPPORT WEBINAR

## TOP 50



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# The five key items to working your Top 50

1. Create the group
2. Schedule the time and days
3. Master the message
4. Connect through meals
5. Be consistent



# Create the group!



- Who are your top 50?
- If you don't have 50, work on filling in the blanks
- Don't be afraid to move people in and out

# Schedule your time and days!

- These calls are in **ADDITION** to your normal prospecting calls, not instead of them!
- One hour per day minimum!
- Rotate through the list like it was on a loop!



# Master the message!

- Make the calls about them!
- How can you promote THEM to your database?
- Ask what they need or want?



# Connect through meals!

- Breakfast and lunch can make you RICH!
- Wine & cheese events have become more popular!
- Pick fun locations
- Have a “Mixer” once a quarter



# Be consistent



- This is NOT a one and done situation
- You should cycle through your call list every 4-6 weeks
- Same time on same days helps YOU remain focused

## Action Steps!

- Don't confuse your Top 50 with your general database!
- Mix the mixers –one breakfast, one lunch, one evening.
- When you can, make connections!
- Calls are best Tuesday – Thursday, Happy Hour Fridays!
- One big annual event to bring them all together; be careful to remain compliant! No gifts, just networking opportunities!



# Your Top 50 needs to be a BLEND of people.

- Referral partners
- Product and service providers
- Professionals in all fields



Diversity and value is the key.  
Exceptional people make it  
happen!



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