



Virtual Top Gun Academy™

Session 4

Managing and Converting More Leads



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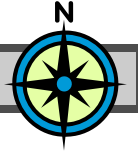
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OBJECTIVES

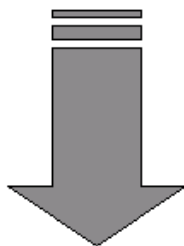
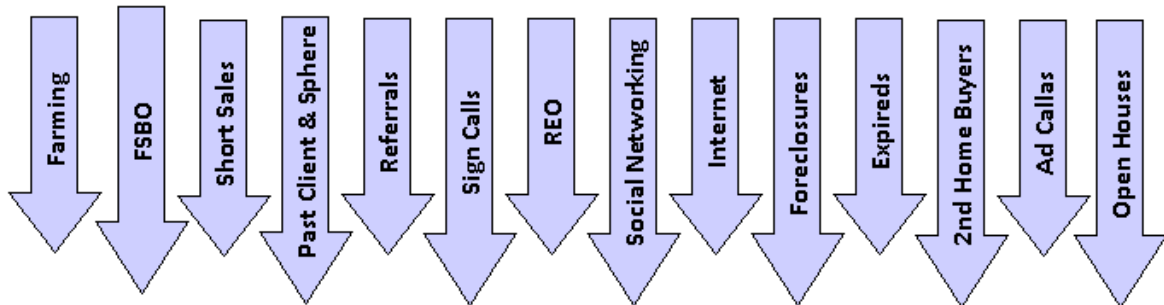


During this session you will:

- Analyze and begin monitoring your lead pipeline.
- Develop a strategy for successful lead follow up.
- Learn more effective telephone techniques.

LEAD MASTERY SALES CYCLE FLOW CHART

Lead Types



LEAD DEFINITION

What is your definition of a lead?

What must they do to qualify to work with you?

We need to understand we must be highly selective of who goes in our database...leads cost us time and money.

Leads have no value. Therefore, this gives them little or no security.

The leads you are carrying around are in other agent's database as well. The truth is whoever calls them and meets with them wins the game.

LEAD FOLLOW UP SKILLS

Our lead follow-up skills are critical.

- ➔ We spend too much time with people who don't buy or sell.
- ➔ When you think you have a good lead, start the qualifying process by going for the appointment.
- ➔ When doing lead follow-up, always ask for the appointment...if they want to wait until next week, set the appointment for the next week.

ACCURATELY ASSESSING PROSPECT CONVERSION PROBABILITY

URGENCY TO TAKE ACTION (A, B, C, D)

COMMITMENT TO YOU (1, 2, 3)

A – WILL TAKE ACTION WITHIN 30 DAYS

1 – COMMITTED TO YOU

2 – PROBABLY WITH YOU

3 – POSSIBLY WITH YOU

B – WILL PROBABLY TAKE ACTION WITHIN 30 – 90 DAYS

1 – COMMITTED TO YOU

2 – PROBABLY WITH YOU

3 – POSSIBLY WITH YOU

C- WILL PROBABLY TAKE ACTION WITHIN 90 – 180 DAYS

1 – COMMITTED TO YOU

2 – PROBABLY WITH YOU

3 – POSSIBLY WITH YOU

D – WILL POSSIBLY TAKE ACTION SOMETIME (180 DAYS +)

1 – COMMITTED TO YOU

2 – PROBABLY WITH YOU

3 – POSSIBLY WITH YOU

COMMITTED MEANS YOU WOULD BET BIG MONEY ON IT

PROBABLY MEANS BETTER THAN 50% CHANCE OF IT

POSSIBLY MEANS 1 TO 50% CHANCE OF IT

**FOLLOW-UP ACTIVITY SHOULD BE BASED ON
ACCURATE ASSESSMENT OF CONVERSION PROBABILITY**

**CLIENT / PROSPECT
INVENTORY TRACKING RECORD**



ClientCare@RealEstateChampions.com/Fax: 541-330-7449

Client _____ Group: _____ Coach: _____ Date: _____

I. ACTIVE SALABLE LISTINGS

NO. _____

II. QUALIFIED PROSPECTS CURRENTLY WORKING WITH

A1 SELLER'S NAMES: _____

A1 BUYER'S NAMES: _____

A2 SELLER'S NAMES: _____

A2 BUYER'S NAMES: _____

A3 SELLER'S NAMES: _____

A3 BUYER'S NAMES: _____

B(1-3) SELLERS WITHIN 30 – 90 DAYS? NO. _____

B(1-3) BUYERS WITHIN 30 – 90 DAYS? NO. _____

C(1-3) SELLERS WITHIN 90 – 180 DAYS? NO. _____

C(1-3) BUYERS WITHIN 90 – 180 DAYS? NO. _____

D(1-3) SELLERS SOMETIME? NO. _____

D(1-3) BUYERS SOMETIME? NO. _____

A - Will almost certainly take action within 30 days	1-Committed to You	Committed/almost certainly (90%+ odds)
B - Will probably take action within 30-90 days	2-Probably with You	Probably chance (50–90% odds)
C - Will probably take action within 90-180 days	3-Possibly with You	Possibly (1–49% odds)

CREATING YOUR LEAD FOLLOW UP SYSTEM

Building a solid Lead Follow-up System incorporates a number of key factors.

STRATEGY

TIMING

SCRIPTS

COLLATERAL PIECES

A handwritten note is one of the most powerful business tools in the world today, but few people use it.

To get your mail into the A pile, try putting these tips to work:

- Send your correspondence on note card-sized stationery.
- Handwrite the envelope address.
- You must mix things up.
- Connecting the collateral piece to the call.

LEAD FOLLOW UP EXAMPLES

A. Lead Follow-Up Example	
Day 0	Initial prospecting contact
Day 1	Enter into your CRM and send hand written “thank you” note
Day 3	Follow-up call objective appointment
Day 5	Send letter, handwritten note, e-card, post card, text message
Day 7	Follow-up call
Day 9	Follow-up letter, hand written note, e-card, post card, text message
Day 11	Follow-up call
Day 14	Follow-up letter, hand written note, e-card, post card, text message
Day 16	Follow-up call
Day 19	Follow-up letter, hand written note, e-card, post card, text message
Day 21	Follow-up call
Day 24	Follow-up letter, hand written note, e-card, post card, text message
Day 27	Follow-up call

B. Lead Follow-Up Example	
Day 0	Initial prospecting contact
Day 1	Enter into CRM and send handwritten “thank you” note
Day 3	Follow-up call objective appointment
Day 5	Send letter, handwritten note, e-card, post card, text message
Day 7	Follow-up call
Day 18	Follow-up letter, handwritten note, e-card, post card, text message
Day 20	Follow-up call
Day 28	Follow-up letter, handwritten note, e-card, post card, text message
Day 30	Follow-up call
Day 45	Follow-up letter, handwritten note, e-card, post card, text message
Day 48	Follow-up call
Day 65	Follow-up letter, handwritten note, e-card, post card, text message
Day 68	Follow-up call
Day 85	Follow-up letter, handwritten note, e-card, post card, text message
Day 87	Follow-up call

C. Lead Follow-Up Example	
Day 0	Initial prospecting contact
Day 1	Enter into CRM and send handwritten “thank you” note
Day 3	Follow-up call objective appointment
Day 5	Send letter, handwritten note, e-card, post card, text message
Day 7	Follow-up call
Day 30	Follow-up letter, handwritten note, e-card, post card, text message
Day 33	Follow-up call
Day 60	Follow-up letter, handwritten note, e-card, post card, text message
Day 63	Follow-up call
Day 90	Follow-up letter, hand written note, e-card, post card, text message
Day 93	Follow-up call
Day 110	Follow-up letter, hand written note, e-card, post card, text message
Day 120	Follow-up call

D. Lead Follow-Up Example

Day 0	Initial prospecting contact
Day 1	Enter into CRM and send handwritten “thank you” note
Day 3	Follow-up call objective appointment
Day 5	Send letter, handwritten note, e-card, post card, text message
Day 7	Follow-up call
Day 30	Follow-up letter, handwritten note, e-card, post card, text message
Day 33	Follow-up call

When they give you a timeframe to reconnect with them, cut the timeframe in half. Send a letter, then, do a follow-up call until they either move up in category and you can apply another plan or you sell them or you dump them.

LEAD FOLLOW UP STRATEGY



ClientCare@RealEstateChampions.com/Fax: 541-330-7449

Client _____ Group: _____ Coach: _____ Date: _____

A.1. Lead Follow-Up	
Day 0	
Day 1	
Day 3	
Day 5	
Day 7	
Day 9	
Day 11	
Day 14	
Day 16	
Day 19	
Day 21	
Day 24	
Day 27	

LEAD FOLLOW UP STRATEGY



ClientCare@RealEstateChampions.com/Fax: 541-330-7449

Client _____ Group: _____ Coach: _____ Date: _____

A.2. / A.3. Lead Follow-Up	
Day 0	
Day 1	
Day 3	
Day 5	
Day 7	
Day 9	
Day 11	
Day 14	
Day 16	
Day 19	
Day 21	
Day 24	
Day 27	

LEAD FOLLOW UP STRATEGY



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B.1. Lead Follow-Up	
Day 0	
Day 1	
Day 3	
Day 5	
Day 7	
Day 18	
Day 20	
Day 28	
Day 30	
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LEAD FOLLOW UP STRATEGY



ClientCare@RealEstateChampions.com/Fax: 541-330-7449

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C.1. Lead Follow-Up	
Day 0	
Day 1	
Day 3	
Day 5	
Day 7	
Day 30	
Day 33	
Day 60	
Day 63	
Day 90	
Day 93	
Day 110	
Day 120	

LEAD FOLLOW UP STRATEGY



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Client _____ Group: _____ Coach: _____ Date: _____

C.2. / C.3. Lead Follow-Up	
Day 0	
Day 1	
Day 3	
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Day 33	
Day 60	
Day 63	
Day 90	
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Day 110	
Day 120	

LEAD FOLLOW UP STRATEGY



ClientCare@RealEstateChampions.com/Fax: 541-330-7449

Client _____ Group: _____ Coach: _____ Date: _____

D.1. Lead Follow-Up	
Day 0	
Day 1	
Day 3	
Day 5	
Day 7	
Day 30	
Day 33	
<p>When they give you a timeframe to reconnect with them, cut the timeframe in half. Send a letter, then, do a follow-up call until they either move up in category and you can apply another plan or you sell them or you dump them.</p>	

LEAD FOLLOW UP STRATEGY



ClientCare@RealEstateChampions.com/Fax: 541-330-7449

Client _____ Group: _____ Coach: _____ Date: _____

D.2. / D.3. Lead Follow-Up	
Day 0	
Day 1	
Day 3	
Day 5	
Day 7	
Day 30	
Day 33	
<p>When they give you a timeframe to reconnect with them, cut the timeframe in half. Send a letter, then, do a follow-up call until they either move up in category and you can apply another plan or you sell them or you dump them.</p>	

REAL GOAL FOR MAILING

Don't ever forget the real goal is for an appointment.

- Face-to-face at the office
- Face-to-face at a neutral site
- Face-to-face at their home
- Face-to-face at subject property
- Phone-to-phone at a specific number and time in the future

There should also be a secondary objective; just in case you need a fall back position.

HOW TO GET PHONE APPOINTMENTS

Usual method or style: *"I will call you next week."*

This can easily be disregarded by your prospect.

VIRTUAL TOP GUN SESSION 4 – MANAGING AND CONVERTING MORE LEADS

PHONE APPOINTMENT SCRIPTS

AVOID	RECOMMEND
<i>“Well okay, I’m just calling back to see if you got my brochure and what you think about it?”</i>	<i>“Great, let’s schedule our next conversation. You said you needed to discuss the move with your wife. How does next Monday or Tuesday sound for us to speak again?”</i>
<i>“Okay, I’ll mail you out some literature and give you a call in a couple of weeks.”</i>	<i>“Good, do you have your calendar handy? Which works best for you, a morning or afternoon appointment for next Monday?”</i>
<i>“I will call you next week.”</i>	<i>“I have an opening at 1:00pm or 3:00pm, which would you like?”</i>
	<i>“Alright then, please schedule me in your calendar for 1:00pm Monday and I will call you then. Does that work?”</i>
	<i>“I’ve got you in my book and unless I hear from you otherwise, I will talk with you next Monday, at 1:00pm. If you think of any questions before our appointment please jot them down and we can discuss them on Monday at 1:00pm.”</i>

LIVING WITH THE SEVEN-SECOND RULE

- Make your voice music to their ears.
- Opening statements have to be scripted, word-for-word

THE RULES FOR POWERFUL OPENING STATEMENTS

- State your name
- State your company name
 - Add a tag line:
 - *“We specialize in Eastside properties.”*
 - *We specialize in selling homes that failed to sell previously.”*
 - *We specialize in helping families net a higher amount from their home than the market average.”*
- State why you are calling
 - Begin each call with:
 - *“The reason for my call is...”*
 - The purpose of this technique will:
 - Force you to focus on what your call objective is.
 - Get you quickly to your pre-planned offer.

1. Associate: *The reason for my call is we met at the open house on Chestnut last week...”*

2. Associate: *The reason for my call is you had called us about the property on Chestnut a week ago...”*

3. Associate: *The reason for my call is you had called us about our new home listed in Fairway Meadows.”*

VIRTUAL TOP GUN SESSION 4 – MANAGING AND CONVERTING MORE LEADS

- Hook in the benefit statement

1. Associate: *Hello _____, I'm _____ with _____. The reason for my call is we met at an open house on Chestnut last Sunday and there have been some changes in the marketplace. I was wondering if I could take a few minutes of your time to update you on the new developments."*

2. Associate: *Hello _____, I'm _____ with _____. The reason for my call is you contacted us a week ago about the home on Chestnut. We have had considerable amounts of success in helping families like yours achieve the home of their desires with a low financial investment. I was wondering if I could take a few minutes of your time to see if there is a possible fit."*

3. Associate: *Hello _____, I'm _____ with _____. We specialize in helping homeowners that have failed to sell previously, achieve a sale. The reason for my call is that we have had considerable amounts of success in getting homes sold that were previously on the market with another company. I was wondering if I could take a few minutes of your time to see if there is a possible fit."*

THE WORST OPENING STATEMENT

Usual style or approach: "And, how are you today?"

Four reasons not to use "And, how are you today?"

1. It's not sincere
2. No imagination
People are going to make a decision to listen within the first few seconds.
3. It doesn't create good rapport
Their guard immediately goes up!
4. It sets you up for a response you don't want
Easily get the reflex "no"
They could tell you how they really are

If you really know the people, then "And, how are you today?" is an adequate opening.

BREAKOUT SESSION

BREAKOUT SESSION 4

Associate: You met them (the buyer) at an open house a few days ago. You sent them some property matches yesterday. Now your job is to use the steps we just talked about and suggest a Buyer Consultation later this week, but at least gain agreement from the buyer as to the next step.

Buyer: You know several agents, but have made no commitment to any agent. You are planning to purchase in the next 2-3 months.

HOW TO END A FOLLOW UP CALL WITH POWER

The method you use to end a call can make or break your follow-up.

Usual style or approach: “Well okay, I’ll send you some stuff and we’ll talk with you soon.”

End each call with: Clear summarization of the call.

- What is going to happen next
- Before the next call
- During the next call

THE GUARANTEED WAY TO LOSE

Usual style or approach: “Okay, I’ll mail some literature and give you a call in a couple of weeks.”

YOUR MISSION – WEEK 4



1. 5-5-5 daily. Report your prospecting numbers to your Accountability Partner.
2. Meet with your Accountability Partner weekly to practice script and dialogues.
3. Assess your lead pipeline and enter your leads on the lead pipeline form. Send it in prior to our next session.
4. Design A – D lead follow up for a buyer and seller.