

FastTrack™

Session 6

Managing and Converting More Leads



To your Achievement of Excellence in Life

TABLE OF CONTENTS

OBJECTIVES..... 2

LEAD MASTERY SALES CYCLE FLOW CHART 3

LEAD DEFINITION 4

ACCURATELY ASSESSING PROSPECT CONVERSION PROBABILITY 5

CLIENT/PROSPECT INVENTORY TRACKING RECORD..... 6

CREATING YOUR LEAD FOLLOW UP SYSTEM..... 7

LEAD FOLLOW UP SYSTEM EXAMPLES A-D 9

LEAD FOLLOW UP SYSTEM FORMS 13

 A.1 LEAD FOLLOW UP FORM..... 13

 A.2 LEAD FOLLOW UP FORM..... 14

 B.1 LEAD FOLLOW UP FORM..... 15

 B.2 LEAD FOLLOW UP FORM..... 16

 C.1 LEAD FOLLOW UP FORM..... 17

 C.2 LEAD FOLLOW UP FORM..... 18

 D.1 LEAD FOLLOW UP FORM..... 19

 D.2 LEAD FOLLOW UP FORM..... 20

YOUR GOALS / CONSUMER GOALS..... 21

RULES FOR POWERFUL OPENING STATEMENTS..... 22

THE WORST OPENING STATEMENT 23

HOW TO END A FOLLOW UP CALL WITH POWER 24

BREAKOUT SESSION 24

 BREAKOUT SESSION 24

 BREAKOUT DEBRIEF 24

ACTION PLANS – WEEK 6..... 25

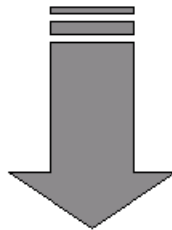
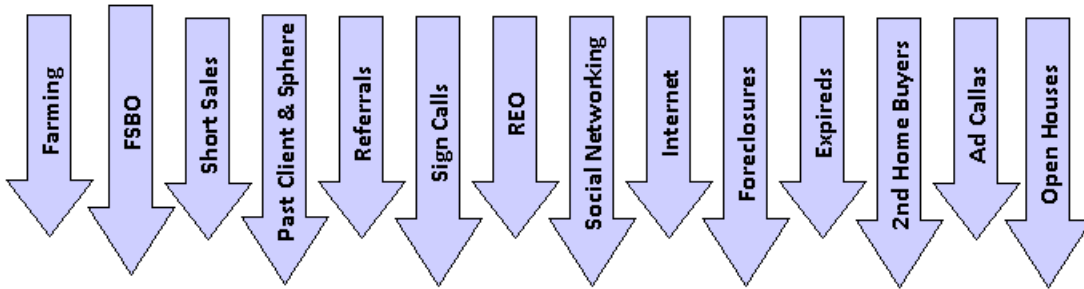
OBJECTIVES

During this session you will:

- Analyze and begin monitoring your lead pipeline.
- Develop a strategy for successful lead follow up.
- Craft a powerful opening statement for lead follow up.

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.

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

FTAccountability@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)

WHEN YOU ARE OUT OF INVENTORY YOU ARE OUT OF FUTURE BUSINESS!

CREATING YOUR LEAD FOLLOW UP SYSTEM

The leads you are carrying around are in other agent’s database as well. This is especially true for expirds; whoever meets with them first wins the game.

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.

Hierarchy of appointments recap:

- 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

Building a solid lead follow up system incorporates a number of key factors.

- Strategy
- Timing
- Scripts
- Collateral pieces

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

To get your information into the A Pile, try putting these tips to work - Email:

- Include a compelling subject line
- Followed by a strong intro
- Keep the message short, clear and show value

To get your information into the A Pile, try putting these tips to work – Other Media:

- 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

LEAD FOLLOW UP EXAMPLES CONT.

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

LEAD FOLLOW UP EXAMPLES CONT.

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

LEAD FOLLOW UP EXAMPLES CONT.

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
<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>	

FASTTRACK SESSION 6 – MANAGING AND CONVERTING MORE LEADS

LEAD FOLLOW UP SYSTEM

FTAccountability@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	

FASTTRACK SESSION 6 – MANAGING AND CONVERTING MORE LEADS

LEAD FOLLOW UP SYSTEM

FTAccountability@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	

FASTTRACK SESSION 6 – MANAGING AND CONVERTING MORE LEADS

LEAD FOLLOW UP SYSTEM

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

Client _____ Group: _____ Coach: _____ Date: _____

B.1. Lead Follow-Up	
Day 0	
Day 1	
Day 3	
Day 5	
Day 7	
Day 18	
Day 20	
Day 28	
Day 30	
Day 45	
Day 48	
Day 65	
Day 68	
Day 85	
Day 87	

FASTTRACK SESSION 6 – MANAGING AND CONVERTING MORE LEADS

LEAD FOLLOW UP SYSTEM

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

Client _____ Group: _____ Coach: _____ Date: _____

B.2. / B.3. Lead Follow-Up	
Day 0	
Day 1	
Day 3	
Day 5	
Day 7	
Day 18	
Day 20	
Day 28	
Day 30	
Day 45	
Day 48	
Day 65	
Day 68	
Day 85	
Day 87	

FASTTRACK SESSION 6 – MANAGING AND CONVERTING MORE LEADS

LEAD FOLLOW UP SYSTEM

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

Client _____ Group: _____ Coach: _____ Date: _____

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	

FASTTRACK SESSION 6 – MANAGING AND CONVERTING MORE LEADS

LEAD FOLLOW UP SYSTEM

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

Client _____ Group: _____ Coach: _____ Date: _____

C.2. / C.3. 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	

FASTTRACK SESSION 6 – MANAGING AND CONVERTING MORE LEADS

LEAD FOLLOW UP SYSTEM

FTAccountability@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>	

FASTTRACK SESSION 6 – MANAGING AND CONVERTING MORE LEADS

LEAD FOLLOW UP SYSTEM

FTAccountability@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>	

GOALS

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

Your goal:

Consumer's goal:

We have to convince someone right in the first call that an appointment with us raises the possibility of:

- Them understanding the marketplace better
- Receiving a higher level of service
- Gains them an advantage in negotiating
- Secures them a better lender for a smoother transaction
- Saves them money in the short and long run
- Receives the representation they deserve

Living with the Seven-Second Rule:

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

RULES FOR POWERFUL OPENING STATEMENTS

The Rules for Powerful Opening Statements:

- State your name
- State your company name
- Add on a tag line or specialty 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 for this technique will:

- Force you to focus on what your call objective is
- Get you quickly to your pre-planned offer

Scripts:

“The reason for my call is we met at the open house on Chestnut last week...”

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

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

- Hook in the benefit statement

Scripts:

“Hello Mr. Smith. 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.”

FASTTRACK SESSION 6 – MANAGING AND CONVERTING MORE LEADS

“Hello Mr. Smith. 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.”

“Hello Mr. Smith. 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.

HOW TO END A FOLLOW UP CALL WITH POWER

End the call with:

- Clear summarization of the call
- What is going to happen next
- Before the next call
- During the next call

Scripts:

“Bob, when we talk at that time we will make some decisions as to whether I am heading the right direction with you, whether you are getting the information you need- and during that call we can set an appointment to sit down together and talk about our options. At that time, you will have had the opportunity to talk with Tom, my lender so we can decide whether we need to make an appointment with him as well.”

BREAKOUT SESSION

BREAKOUT SESSION 6

Agent: You met a potential buyer at an open house last Friday. You have their telephone number. Role-play a lead follow up call with the conversation ending with you asking for an appointment. If you don't get the appointment, review the conversation and set up the next phone appointment.

BREAKOUT DEBRIEF

ACTION PLANS – WEEK 6

1. 5/5/5 daily. Report your prospecting numbers to your accountability partner.
2. Meet with your accountability partner weekly to practice scripts and dialogues.
3. Meet with your accountability partner at least once this week to encourage and challenge each other.
4. Create a lead follow up strategy for buyers and sellers A-D.
5. Bring a print out of your personal listing inventory.