

SURGE™

Session 1

Setting the Right Lead Generation Strategies



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Develop and implement your lead generation strategy
- Gain understanding and apply the Pyramid of Persuasion
- Evaluate your Lead Triad
- Create “Easy Button” seller leads

FOUR RULES FOR BUSINESS EXPANSION

RULE 1 – PROTECT WHAT YOU CURRENTLY HAVE

RULE 2 – IMPROVE YOUR MARKET PENETRATION WITH YOUR TARGET MARKET OR THE PEOPLE YOU ALREADY WORK WITH

RULE 3 – EXPANDING HORIZONTALLY IN YOUR CORE BUSINESS AREA

RULE 4 – CHANGE AND CREATE VERTICAL EXPANSION

SALES

Sales is a strategic process in today's marketplace.

We have to fall in love with FINDING people to serve.

The new world of sales is about strategic selling.

Mash-up [mash-uhp]: a creative combination or mixing of content from different sources.

Mash-up Selling: We have to combine, blend, or align all access points, content points, in a combined strategy to reach and communicate with clients and prospects.

PYRAMID OF PERSUASION



INFORMATION ZONE

Marketing and Direct Mail:

Email and Social Media:

CONNECTION ZONE

Video Email:

www.BombBomb.com/rechampions

Handwritten Notes:

1. No one does it!
2. Your mailbox isn't overflowing.
3. Notes create a personal touch.
4. Receiver's perception of time investment and value.

PERSUASION ZONE

Phone calls:

Personal Meetings (face-to-face):

SOCIAL MEDIA

Social Media in today's world:

Time management with Social Media:

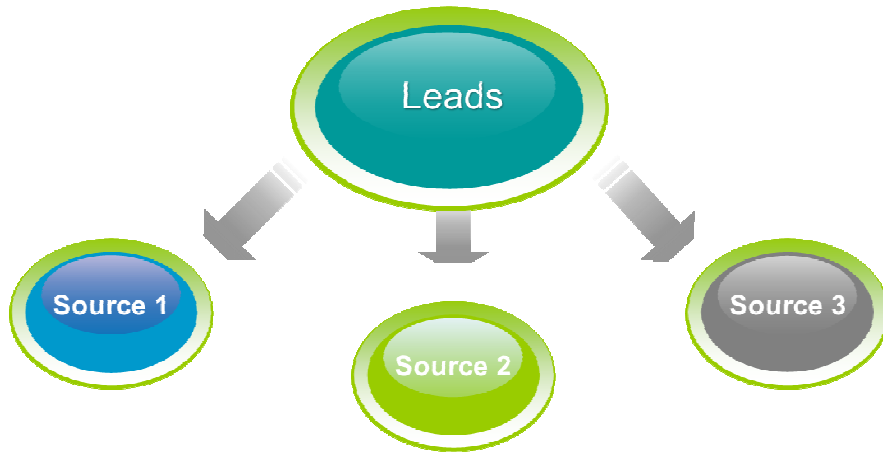
- First balance your time with return.
- Segment or create lists.

Fundamentals of using Social Media:

- Listen, linger and learn
- Always have value you can attach.

1. NUMBER OF CONTACTS

Establishing a Lead Triad



Expand your reach in lead generation for buyers and sellers.

Target Listing Opportunities:

1. Referrals and Past Clients

“Easy Button” Seller Opportunities:

2. Agent Machine
3. Movoto
4. Dave Ramsey ELP Program
5. Z Buyer
6. Zillow Make Me Move

Your message must match the marketplace and consumers wants, and desires.

Focus on your consistency

2. METHOD OF CONTACT

3. QUALITY OF PROSPECTS

4. QUALITY OF THE MESSAGE PRESENTED

ACTION PLANS – WEEK 1

1. Determine what to focus on in the Four Rules of Business Expansion.
2. Decide on changes to make based on the Pyramid of Persuasion.
3. Check on “Easy Button” seller lead opportunities.