

SURGE™

Session 4

Surging to Success in Lead Follow Up



To your Achievement of Excellence in Life

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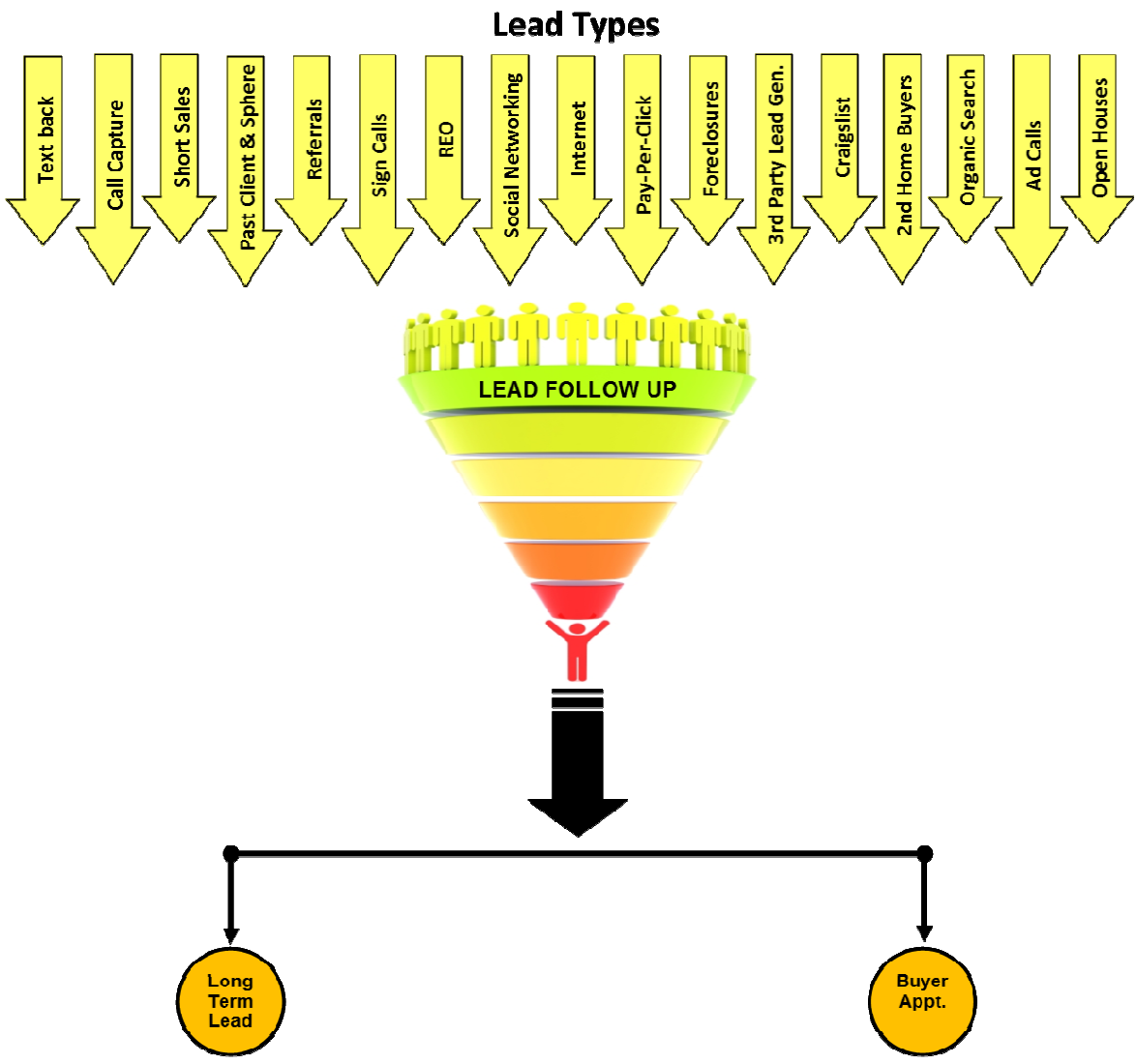
ACTION PLANS – WEEK 4.....20

OBJECTIVES

During this session you will:

- Recognize a prospect's brush off
- Using broad scripts and techniques to navigate a prospects' brush off
- Responding effectively to the top 5 brush offs

SALES CYCLE FLOW CHART



LEADS

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 follow-up systems...leads cost us time and money.

ACCURATELY ASSESSING PROSPECT CONVERSION PROBABILITY

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

COMMITMENT TO YOU (1, 2, 3)

AA – WILL TAKE ACTION WITHIN 7 DAYS or LESS

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

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**

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

BUYERS PIPELINE DATE RANGE: _____



Client: _____

CLIENTCARE@REALESTATECHAMPIONS.COM OR FAX TO: 541-383-8832

Coach: _____

	Type*	Date	Name	Source	Pre-Approved	Lender Name	Amount Qualified	Purchase Date Target	Comments
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									

***Type Key 0-7**

AA-1 – Committed to Me
 AA-2 – Probably with Me
 AA-3 – Possibly with Me

8-30

A-1 – Committed to Me
 A-2 – Probably with Me
 A-3 – Possibly with Me

30-90

B-1 – Committed to Me
 B-2 – Probably with Me
 B-3 – Possibly with Me

90-180+

C-1 – Committed to Me
 C-2 – Probably with Me
 C-3 – Possibly with Me

180+

D-1 – Committed to Me
 D-2 – Probably with Me
 D-3 – Possibly with Me

SELLERS PIPELINE DATE RANGE: _____
 FAX TO: 541-383-8832



Client: _____

Coach: _____

	Type*	Date	Name	Sellers' Address	Source	Estimated List Price	Target Date To List	Comments
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								

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30-90

B-1 – Committed to Me
 B-2 – Probably with Me
 B-3 – Possibly with Me

90-180+

C-1 – Committed to Me
 C-2 – Probably with Me
 C-3 – Possibly with Me

180+

D-1 – Committed to Me
 D-2 – Probably with Me
 D-3 – Possibly with Me

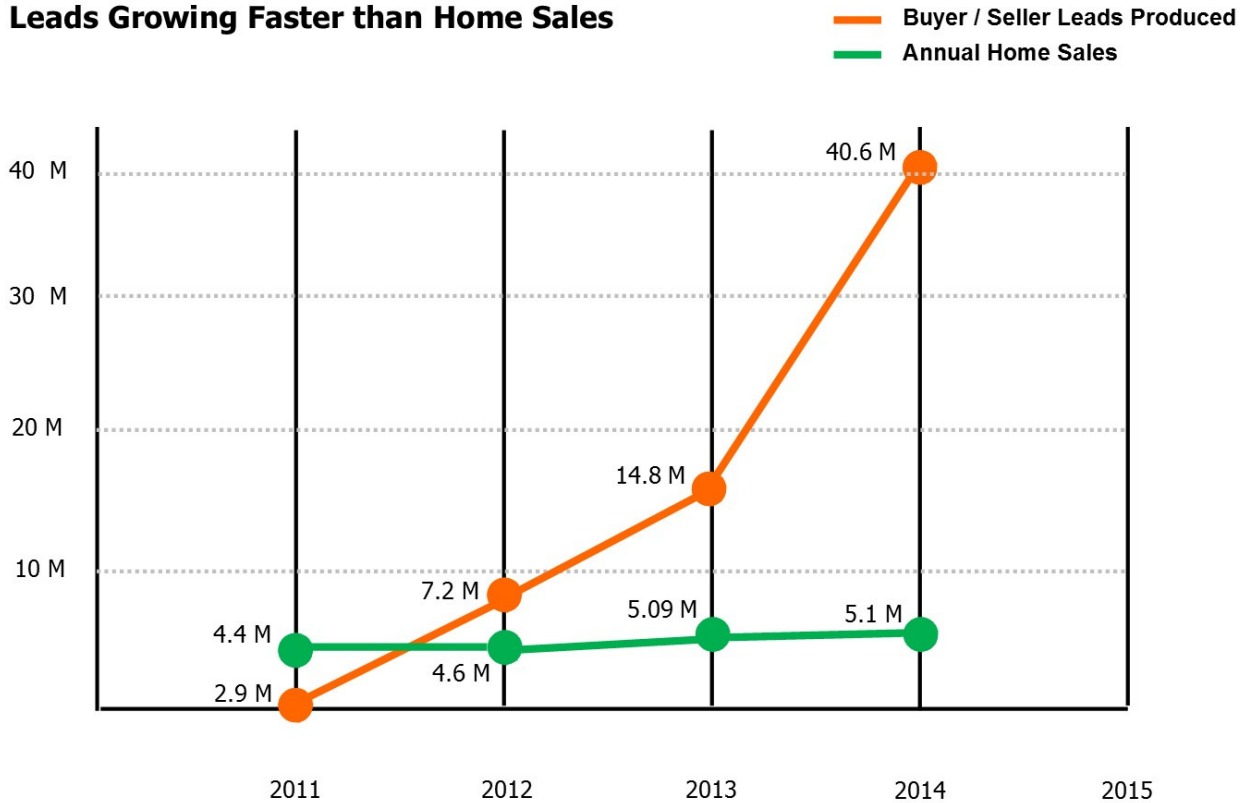
HIERARCHY OF APPOINTMENTS

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

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

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

Leads Growing Faster than Home Sales

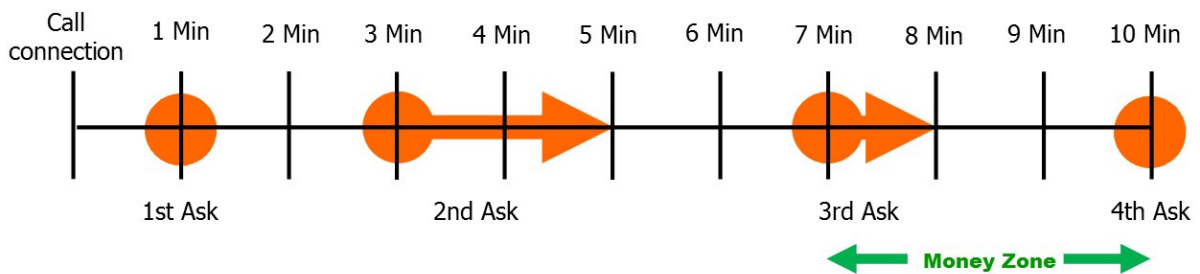


TYPICAL BRUSH OFFS

Typical brush offs we hear on initial lead follow up calls:

- Just looking
- Not ready for a real estate agent
- I'm busy and can't talk
- I'm not really looking to buy
- I'm just curious

Guidelines to an Elongated Call



BROAD SCRIPTS AND TECHNIQUES

"I'M NOT SURE I UNDERSTAND"

We want to get them to open up:

1. Pause
2. Deliver... *"I'm not sure I understand."*
3. Master your delivery tone
 - Sincerity
 - Confusion



Most prospects will either:

- Justify it
- Explain it

"INSTRUCTIONAL QUESTIONING"

- Please tell me
- Share with me
- Give me some idea
- Please explain how

"FRAMING QUESTION"

Was there a compelling event that caused you to....?

"I CAN UNDERSTAND WHY YOU FEEL THAT WAY"

- Previous experience
- Misconceptions
- Poor or wrong information

"I can understand why you feel that way, I agree that if I were armed with the same information (same experience), I'd probably feel the same way too."

BRUSH OFF SCRIPTS

JUST LOOKING / NOT READY FOR A REALTOR

1. Associate: *I certainly understand that you are probably in the information gathering stage, would that be correct?*

Let me ask you this, if you found something you really liked then what would happen?

So it might prompt you from just looking to move right into buying. Is that what I am hearing?

Rather than doing that on an impulse as many buyers do I merely want to share with you a Market Trends Report so you know clearly the market numbers, inventory levels, sales, absorption rates, so as you are looking you can see what real values based on the state of the market and the trends of where the market is heading to. It only takes a few minutes but it will save you thousands when you decide the timing is right for you.

CLOSE OPTION

YOU SAY:

Alternate of Choice



I am booked with appointments the rest of today but I do have time at _____ or _____. Which of those is better for you?

Direct Option



The information is quite valuable. I could meet at _____. Does that work for you?

Permission Close



When would be the best time to review it with you?

2. Associate: *That's just fine that you are just looking. You might be interested to know that's the stage that a good Realtor can add a lot of value.*

If we could spend a few minutes together, I can save you some time and help you avoid some of the pit falls that many people make in the "just looking stage." I can direct you to some resources and websites that will make the looking stage you are in more productive and fun.

CLOSE OPTION

YOU SAY:

Alternate of Choice	➔	<i>I am booked with appointments today but I am open at _____ or _____ tomorrow. Does either of those times work?</i>
Direct Option	➔	<i>I know I can help. Let's meet at _____.</i>
Permission Close	➔	<i>Shall we meet later this week? When is best for you?</i>

WORKING WITH ANOTHER AGENT

1. Associate: *That's terrific that you are working with another agent. I am curious; there are a couple of homes you were researching on our site xyzhomes.com, did your agent send them to you as well? Ouch...that means you missed a few of the really outstanding deals. That concerns me for you.*

Let me ask you this, are you committed to that agent or just working with that agent? (If they don't know, explain the difference. If they need you to explain they are not committed, so go for an appointment.)

It really matters who represents your interest in the purchase of your next home. It matters in service, communication, price you pay for the home, what home you select, short-term and long-term, appreciation, smoothness of transaction, timeliness of the closing.

All these are influenced by who you work with as an agent. That's why I ask you up front about who you were working with because of my concern. That's why I would like to meet with you so you can compare your options of service.

I'M BUSY AND CAN'T TALK

1. Associate: *I certainly never know when I am reaching out to give service to someone whether I caught them at a busy time...when might be a better time?*

CLOSE OPTION

YOU SAY:

Alternate of Choice



I am available at _____, also at _____. Which time is best for you?

Direct Option



I have an opening at _____.

Permission Close



What works best this week for you?

2. Associate: *I certainly understand, and in fact, I was heading out for an appointment but thought I would reach out to you really quick before I left...is there a time that would be better...*

CLOSE OPTION

YOU SAY:

Alternate of Choice



I could meet at _____ or if that isn't convenient then I am also open at _____. Does either of those work?

Direct Option



I have an opening at _____.

Permission Close



With your permission, let's meet later this week, okay?

SURGE COACHING SESSION 4 – SURGING TO SUCCESS IN LEAD FOLLOW UP

I JUST LIKE TO LOOK ON MY OWN

1. Associate: *I understand. I have that same reaction to most salespeople as well...I am not sure if you are aware when browsing the properties as you are doing you don't have access to....*

- Agent comments, true property value information, that key information, customized search options to grab the best deals. Were you aware of differences?

I would assure you would want access. Here is the benefit to you rather than getting a teaspoon of information we will give you a full bucket. Probably the easiest way to do this is to set a quick appointment.

CLOSE OPTION

YOU SAY:

Alternate of Choice



I could meet at _____ or if that isn't convenient then I am also open at _____. Does either of those work?

Direct Option



Let's meet at _____.

Permission Close



What works best this week for you?

DESIRE, NEED, ABILITY, AND AUTHORITY

DESIRE

- Relates to wanting to do it.
- Also relates to a timeframe...do it now!
- There is a difference between desire and interest. Anyone can have interest.

NEED

- You have identified a void that your service can help them overcome.

ABILITY

- This relates to financial capacity.
- Do they have the ability financially to move forward?
- Do they have the down payment necessary?
- Do they have the necessary credit score to secure financing?
- Can they make the projected monthly payment based on the income to debt ratio?

AUTHORITY

- Are they the ultimate decision maker with regard to this decision or is there someone else involved in the decision?
- Is there anyone else's guidance that you will be seeking to make this decision?

SCRIPTS

1. *“Mr. Smith, I need your help. We have talked _____ number of times in the last few weeks. I have sent you information on the marketplace and our services. I really have begun to understand your needs for your family, but I need a little more clarity to do the best job for you. We can easily accomplish this in a short appointment. Would _____ or _____ be better for you?”*

2. *“Mr. Smith, I could use a little assistance from you. We have been working together for _____ weeks. I have invested time because I know I can really help you and your family and I felt a connection with you. I really would like the opportunity to serve you, but I am now sensing something is not quite right. Do you mind me asking what that is?”*

3. *“Mr. Smith, I need your assistance. Over the last few weeks you have given me every indication that you wanted to make a change in your home for your family. I would like to know if there is an opportunity to do some business or is the timing not quite right at this point?”*

4. *“Mr. Smith, if we can provide you with a better probability of finding the right house for you and your family at a competitive price with competitive financing, is there any reason why we cannot do business together?”*

5. *“Mr. Smith, if we can provide you with the highest probability of you achieving your goals with regard to purchasing a new home, more than any other real estate firm, what will you do?”*

YOUR PRESENTATION AND SALES PROCESS

One of the key areas between good and great in the presentation is the silence.

Your sale process needs to be like a great piece of music.

Keys to this technique:

- ✓ Sincere approach and tone.
- ✓ Ask for the prospect's help.
- ✓ Give them an out.
- ✓ Don't be attached to any answer they give you.

If the response is positive:

“Mr. Smith, that is great. We have both put some time and effort into achieving your goals. When do you think we can get started?”

“Mr. Smith, that’s wonderful. I know you have been doing your research for a while. That should give you comfort in moving forward. When would you like to take the next step and meet?”

Press for specific commitment.

- ✓ Timetable
- ✓ Activity table

Prospects will say when there is a discrepancy between their perception of where they are and their opinion of where they should be.

If people don’t feel or recognize that discrepancy, they won’t buy your service.

STALL SCRIPTS

“Would you ever see yourself using a service like mine?”

If “yes”, then ask:

“Under what circumstance?”

If “no”, then ask:

“Why?”

ACTION PLANS – WEEK 3

1. Practice your scripts this week twice.
2. Practice your brush off responses.
3. Use straightforward scripts with stall scripts on at least 5 prospects.