

# Leads Management Systems and The Fundamentals of Conversion



Agents and Brokers can choose from many **Leads Management Systems** – But How do they work really? What are the tools that the Diligent Agent can use to go from an **Internet Registration** to an **Appointment**? In this Session we will focus on the **Mechanics of Working Leads**, the System they are attached to, and **Habits** for proper handling of Leads. This Session will then be followed by a Full Session on how to handle the Calls, The Emails, The Texts, and proper follow up.

► **Handouts** – Please do not let your phone distract you from the class

- Some of You will **benefit** by printing the **Handout** that is attached to this Training class and follow along;
- There are **blanks** that you will need to fill in – the text that appears on the screen “**Red and Bold**” is what you are supposed to transcribe;
- Please **be engaged** and **try your best to ignore any distractions** – Trust yourself and your ability to learn. The Notes you take are more important than the Handout I give you;

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► **Big Picture** - Reflect on these Quotes by Brian Tracy:

- “**Self-discipline** is the ability to do what you \_\_\_\_\_, when you should do it, **whether** you feel like it or not.”
- “The Law of **Forced Efficiency** says: There is **never** enough time **to do everything**, but there is \_\_\_\_\_ enough time to do the **most important things.**”

► **Time for Reflection** - Let’s take a few minutes, and write down all the thoughts that come to your mind... I am not looking for the right answers, rather focusing in stirring your thinking...

- Do You have a **System** or a **Checklist** for **following up with Leads**, Clients, and People you Meet? What is it? Or Why Not?
- Write down all the **habits** that you think you must develop to become a **better closer** of Leads; As well as what type of System would be ideal for you.

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**► Definition of Lead - What is a Lead?**

In Real Estate the word **Lead**, or \_\_\_\_\_ mostly refers to a person visiting a website who after performing a search was \_\_\_\_\_ so they can gain access to more detailed information of Properties; they were not desiring to engage a salesperson – they just wanted access to all the website content. A proper, more accurate name ought to be \_\_\_\_\_.

**► Types of Internet Leads - Not all Internet Leads are the Same**

**Internet Registration Leads** for access to Search and Listings are not the same as \_\_\_\_\_. In a Registration Lead you usually ask for Name, Email, and Phone number and you hope for 2 out of 3 to be correct;

In a Squeeze Page Lead you are asking for 5 to 10 pieces of information and they have to be \_\_\_\_\_ before receiving the requested Report or Service.

**► Types of Internet Registrations - Internet Registrations come in many flavors:**

1. \_\_\_\_\_ before Searching for Properties – the lowest value and prone to fake information;
2. The Ability to Search is Open but requirements to \_\_\_\_\_ of Properties – better than #1 but will still yield a high percentage of fake registrations;
3. The Ability to Search is Open and the ability to view details of Properties is Open with the caveat that a Required registration will Pop up \_\_\_\_\_ – better than #1 and #2 and yields fewer but better Registrations;

## ► Definition of LMS - What is a Lead Management System?

**Lead Management** covers the entire process of modern sales lead generation, including: acquiring leads, some \_\_\_\_\_ so you know who's ready for sales, \_\_\_\_\_ the leads that aren't yet ready to act, and then converting Leads to Sales at the right time, then measuring and optimizing the process over time.

## ► CRM? - Why do some call them CRMs?

\_\_\_\_\_ is a model for managing a company's interactions with current and future customers. It provides a 360 degree view of customer data. It involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support.

## ► CRMs and Real Estate

**You do \_\_\_\_\_ a CRM System!**

A Customer is person with whom you have a signed agreement representing them in a Buyer or Seller Transaction; and or a person you have had a closed transaction with;

A Lead in Real Estate is, for the most part, \_\_\_\_\_;

We **do not mix** these two groups of people and therefore \_\_\_\_\_ to study Sales Habits.

## ► Use a System

\_\_\_\_\_

You can keep buying more and more automated Lead Managements, but the dirty secret of our industry is that over 95% of these systems are hardly ever used.

Use the one that comes with your website, or **broker website** – but \_\_\_\_\_!

## ► Just One

**What if you have more than one Lead Generation Website?**

- Pick the one that has the most leads and that offers a \_\_\_\_\_; and then transfer your leads from the 2<sup>nd</sup> Lead Generation to your primary;
- \_\_\_\_\_ use more than **One** Lead Tracking System – you will not convert leads successfully!

### ► LMS to Consider

- See if your Website of Marketing System you already have comes with a Lead Management System;
- If not and you have Gmail you may want to consider **Streak** at <https://www.streak.com/real-estate-crm-inside-google-gmail> - Most of you will be happy with the **Free Plan**;
- Some of you may consider **RealtyJuggler.com** \$99/Year with 3 months of testing, or **iXactContact.com** \$34.95/month with 5 Weeks Trial.

### ► Important Idea

- Never Ever Forget...** “ \_\_\_\_\_ Close Leads – \_\_\_\_\_ Lead Management Systems!”
- A Good Dashboard helps you **focus your thoughts**, Plan your actions, and \_\_\_\_\_ – but Internet Leads will never become Customers until they have been \_\_\_\_\_, first **on the phone** and **then in person!**
- I know many who use notebooks to follow up on their leads and close more transactions than those who have all the \_\_\_\_\_ in the world.

### ► Understand Starring

- Rank or Score your Leads on a 1 to 5 Star System;**
- Many Lead Management Systems already come with ranking mechanism so you can use theirs, but if you can adapt them or tweak them to your needs then do so;
- A good Scoring System should help you create a visual of a **Lead Funnel** – in which you are moving Registrants through stages until they become a closed deal!

## ► Sample Scoring/Status System

- ★ **New Lead** - (All New Registrations start as a new Lead)
- ★ **Called/Texted** (No Interaction Yet)
- ★★ **Responsive** (Interacted w/them)
- ★★★ **Interested** (but Needs more Time)
- ★★★★ **Warm Lead** (Steady Communication)
- ★★★★★ **Hot Lead** (Appointment w/ client)
- ★★★★★ **Sold/Closed** - (Final Status of Accomplishment)

Those are the main \_\_\_\_\_ you will work on a daily basis. I will share with you shortly a methodology that you can use to convert more leads.

## ► Other Status Settings

Not all your Leads will fit the top 5 Statuses or categories we saw; create a few more Categories to help you **focus** - such as:

**Stale** (unresponsive and inactive)

**Contacted** (Was Active, Now Unresponsive)

**Not Interested** – Some simply delete these leads

**Working with Another Agent**

**Rental Lead** (Give to PM)

PS: Many just opt to simply **delete** the leads that are Fake, Not Interested, or Working with Another Agent – others Categorize them to track their Statistics (Ask your Broker).

## ► Why do we score our leads?

The reason we **rank** and **score** our leads is for \_\_\_\_\_ Purposes;

We follow-up on leads \_\_\_\_\_ by committing at least 10 to 30 minutes with one question in mind: **“What is the \_\_\_\_\_ with this person?”**

When we work on our leads we focus on 5 stars, then 4 stars, etc... in \_\_\_\_\_ – best time to do so is 10:30am to 11:30am.



► **Big Picture Thinking** - *Ponder these quotes by Brian Tracy:*

- "Successful people are always looking for **opportunities** to \_\_\_\_\_. Unsuccessful people are **always asking**, 'What's in it for me?'"
  
- " \_\_\_\_\_ is what you must have to resist the **lure of excuses.**"

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