

Calling Internet Leads, Scripts, Follow-Up System, and Conversion to Appointments



What if a Real Estate Professional desired to control every aspect of their Internet Marketing Presence and Lead Generation, what type of **Website** would he or she get in order to do the right type of work? I identify **11 criteria** for what I call a fully **Hands' On Marketing Website** that should allow the agent to control their long-term **SEO** Visibility, control over their local **keywords**, sharing and educating their visitors with stories and videos, while offering localized listings and solutions.

► **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 Zig Ziglar:*

- “You can **get everything** in life you want if you will just _____ enough other people **get** what they want.”
- “Your _____, not just your aptitude, will determine your **altitude**.”

► **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...*

- What is it about **calling** potential clients that makes you **nervous**, worried, or hesitant?
- Why do you think **other** Real Estate Agents are able to just pick the phone and chat with Leads; when at times you find yourself **dreading the process**?

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► **Visitor Behavior**

View their activity _____

This is why you should have a Smartphone, and may consider a **Phablet**. The moment you get a notice of a registration, log in to your lead management and _____ – what properties they looked at and what searches they performed;

You _____ **this intelligence** before attempting to contact them.

► **Cold Calling**

I do not like the expression 'Cold Calling' because it conveys the wrong image; I prefer using the phrase " _____ " – why?;

Your demeanor and your _____ on the other side of the call is as important if not more important than your script;

Follow Up means that the person you are calling took action in one of your websites and you are _____;

To eliminate the build up _____ that this is a chore, and start viewing calls as an opportunity to chat...

► **Take Action**

You will notice I did **not** say email them; the system should have emailed them immediately on your behalf welcoming them to the website;

The call and text are just a way for them to know that they are dealing with a _____ who is assigned to them to help them navigate the Real Estate Landscape.

► **Be Aware of your Being**

Thank them for visiting the site; tell them who you are and that you will be helping them with all their Real Estate Needs;

If they do not pick the phone do not be alarmed, _____ referencing the fact that you called and left them a Voicemail and that you are available to talk to them; then thank them again.

► **Employ the 2-Call Method**

The first time you call them and they do not response; hang up and then **call them** _____...

When people do not recognize a number they may think it is a Robo-Call (Calls made by Auto-Dialers) – when you call them **right back the** _____, they start thinking this must be a person who may know them calling from a different number;

It is only then, if they do not pick up, that you leave a _____. Then Text letting them know that you left a VM.

► **Sample Script #1:**

The Purpose of the Call is to _____; **and You Build it** _____ – **NOT Selling;**

Hi, _____, this is _____ from _____. I see that you looked at properties in the *Franklin Area* and wanted to let you know that there are several Open Houses scheduled for this weekend – would you like me to arrange for you to attend some of them?

Then follow the conversation to wherever it leads... You want to have reason for your call. Let's write your own adaptation of this script...

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► **Sample Script #2**

Remember: The Purpose of the Call is to _____; and You Build Rapport
_____ - **NOT Selling;**

Hi, _____, this is _____ from _____. I see that you looked at properties in the Happy Hollow Neighborhood of *Nashville* – I have an up to date Local market Report on the recent Real Estate Sales in the area – would like me to send you a copy? I think It may prove very useful to you.

Then follow the conversation to wherever it leads... You want to have reason for your call. Let's write your own adaptation of this script...

► **Sample Script #3**

Remember: The Purpose of the Call is to _____; and You Build Rapport
_____ - **NOT Selling;**

Hi, _____, this is _____ from _____. I see that you just visited our Website and wanted to **Thank You!** I want you to know that behind the website are **Real** Licensed Agents and Brokers and wanted to know how I can help you with your Search, or answer any of your Real Estate Questions?

Then follow the conversation to wherever it leads... You want to have reason for your call. Let's write your own adaptation of this script...

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► 3 by 5 cards

- Consider carrying in your pocket several 3x5 cards with _____;
- Many successful agents became successful because they _____ their scripts, and at the beginning were carrying with them written scripts that helped them re-focus before making the calls;
- Success in Real estate is not your memory – it is your _____!

► Follow with More Calls

- After your first Call – which _____ after they register, we said you are going to leave a Voice Mail, and follow it up with a text Message;
- _____ Later you are going to _____ – this time you are **not** going to Leave a Voice Mail nor a text;
- The next day between _____ and in the afternoon between _____ you are going to call them back; you will leave a Voice Mail around the 4pm Call and a Text Message; then you skip _____ and Call again during these hours – then skip a _____ and do it again...

► Thoughts on Calls

- Do not Ask **B/W Questions** – Ask _____ Questions;
- Do not** start your conversation with _____ like: “Are you currently working with a Real Estate Agent?” “Are you Qualified for a Mortgage Loan?” – they tend to be B/W and create resistance and make you sound like a **Salesperson**;
- Be **patient, attentive**, and _____ and to keep them on the phone – they will loosen up after _____ and that is when the magic happens.
_____!

► Keep Track

- _____ **on all the actions you take;**

- This is the single _____ **lead management trick** that only a handful of agents have learned and actually implement;
- The moment the call is finished, text sent, or conversation had – go to your Lead Management System, and _____ the conversation that just occurred or action taken! Example:
2014-05-15: Called and texted at 10:30 am no conversation.

► Remember

- Once you have engaged and Spoken with a Lead and written your notes, _____ – if appropriate – they may go from 1 Star to 3 Star because they are interested and need more time;
- When you work on your leads daily – always handle the _____ first;
- Then Go to the _____ one by one, read your notes, and see what next action you should take, _____ or schedule a task; then go work on the 4 Stars, etc...
- This is why you need to stay on top of _____!

► 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.

► The Emails - Keep these ideas in mind about these emails:

- Keep them _____ and to the point;
- Try to make your Email Title _____ and short;

- _____ use Graphic email Signatures – use pure text; some people are receiving emails on their Smartphones;
- Invite them _____ as well as call you!

► Don't Forget

- _____ **a person you are talking to;**
- As you learned earlier you are going to attempt contact by phone and text the moment someone registers to your website;
- If you enter in a conversation with them then you do **not** want to drip them; You ought to set them on a listing alert system... _____
 _____! Write them personal follow up emails!

► Email Campaign PDF

- I have included a PDF** <http://bit.ly/Some-Emails>
- Sample actual emails used by agents in their email Drip Campaigns;
- Try not to copy them verbatim – _____; your thoughts; and your way of speaking;
- There are no rules per se... experiment using what you learned as a guide; you will find your own niche way of doing things!

► Listing Alert

- Set your Lead on a** _____;
- The first time you have an internet lead you must review their _____
 _____; this will give you some insights on what they are looking for.
- Set a _____: 3 Bedroom 2 Baths Lexington SC Residential between 120K and \$150K.
- You can set more than one listing Alert;**

- The _____ of your Listing Alert the less you will flood them with emails – flooding with daily email will backfire on you; set them to be delivered once a week;
- Adjust these criteria as they continue to visit your website and review their internet behavior in your site as time passes.

► Lead Management Success Axioms

1. The Best L.M. System is _____;
2. If more than one L.M. use the one _____;
3. _____ by importance and adjust them;
4. _____ before contacting them;
5. _____ Immediately after;
6. _____ about what just happened!
7. Finally _____!

►►► Easy Assignment

- Take what you learned today about Lead Follow Up, Lead Management, and Lead Conversion and **design** your own plan to become more effective;
- Investigate** if you need to get a Lead Management Systems, or **learn** the one that comes with your Web Container;
- Block time** to work on you **Leads daily!**

Try your best to do these easy assignments as quickly as you can!

► **Big Picture Thinking** - Ponder this quote by Amelia Earhart on **Tenacity**:

"The most difficult thing is **the decision to act**, the rest is merely _____. The fears are paper tigers.

You can do anything you decide to do. You can act to change and control your life; and the procedure, _____ is its own reward."

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Key Yessaad, Internet Strategist,
Business Coach, and Real Estate SEO Trainer
(910) 538-6610