ignite
Skills to Spark a Great Career

# Lead Follow-up

SESSION 10

## Keep Every Lead

KW UNIVERSITY

# Today's Agenda

Real Estate Expert > Lead Generation > Lead Follow-up > Transaction

Notes:

# Lead Follow-Up

## What is a lead?

Someone who has shown interest in the services you offer and with whom you may have a one-way conversation.

## What is lead follow up?

Think of the leads you enter into your database as your possible business. Lead follow-up helps turn the leads from possible business into probable business, with the end goal being a profitable business.

Notes:

> If you aren't first or second in their mind, you probably won't get the business.
>
> *The Millionaire Real Estate Agent*

## Aha's

# How to Lead Follow Up

## The Fortune is in the Follow Up: Mindshare

Mindshare is gained through positioning yourself in front of your leads frequently with relevant and timely information. The goal is to open the door to two-way communication in addition to getting them to think about you any time they think about real estate.

**Leads**

**19 TO CONNECT**

**4 Touches** Quarterly phone call

**12 Touches** Monthly e-mail, newsletter, market report, video

**2 Touches** Promotional direct mail, such as a magnet, calendar, printed market report, etc.

**1 Touch** Annual event, party, movie screening, get-together

**19 TOUCHES EACH YEAR**

Notes:

# Lead Follow Up: Best Practices

**Instructions:** Read each set of considerations and write down your response for each in the space below.

What are my strengths when working with people? How can I adapt the touches of 19 to Connect to represent me?

What are some reasons I might have for contacting the lead? What are some touches to do before and after a phone call?

How am I using conversations to let the person know I am in real estate, how to contact me, and how to refer business to me?

When is it best for me and my business to time-block for lead follow-up?

How much time should it take to reach out to a lead? What will I do to hold myself accountable? What do I need to do to make sure this happens?

# Design Your Annual 19 to Connect Plan

ACTIVITY

| Annual Occurrence | Activity | Plan | Cost |
|---|---|---|---|
| 4 | **Calls / Texts / Conversations** | | |
| 12 | **Email, newsletter, market report, video, etc.** | | |
| 2 | **Promotional direct mail** | | |
| 1 | **Event** | | |

Notes:

# Communicate with Value

Knowing the source of a lead informs you on how you can narrow your range of value and can inform you on how you can pair a value with your communication.

**First**, write down your current lead source in the first column.

**Second**, record your top lead sources along the left-hand side of the table. Then write statements or questions you might use when communicating with that lead source.

| Lead Source | Questions or statements to use with communication |
|---|---|
| *Example:*<br>Incoming call or text | - Why are you thinking about buying/selling?<br>- Tell me more.<br>- What will that do for you and/or your family? |
| | |
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| | |

## Aha's

# Post Lead Follow-up

When a lead opens the door for two-way conversation you will cement the relationship.

**1 TO CEMENT**

**A high value touch that solidifies the relationship you have just established and opens the door for future interactions.**

**1 HIGH VALUE TOUCH**

**The 1 to Cement touch should:**

- Tell them about the service you provide
- Help set up a conversation for later
- Serve as a reminder of the interaction
- Tell them how to refer business to you

What are some options you could offer as your 1 to Cement? What are other agents using and finding success with?

## Aha's

# Turn Aha's into Achievement

How has your THINKING changed?

What do you FEEL differently about? What was meaningful for you today?

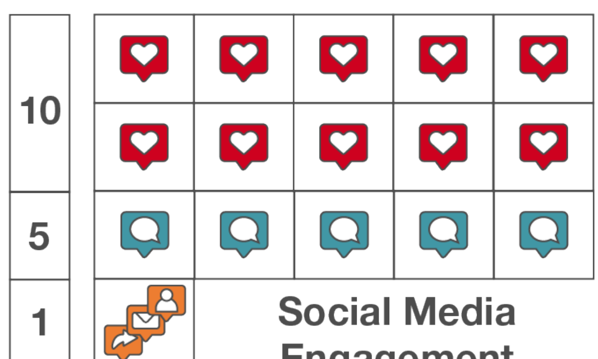
How will your behaviors be different going forward? What ACTIONS will you take?

What TOOLS, models, or systems will you use? How will they make you accountable?

# Daily Success System

## Success Activities

These are suggested activities for the second half of your session.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# Conversation Sheet

Get your phone and the list of contacts you prepared for this session. You may also have a few referral names to connect with.

Use the conversation starters provided to you in earlier sessions.

1. Call for 20 minutes and make contact with as many people as possible.
2. Ask for business, that is, an appointment, if it's a strong lead.
3. Ask for referrals from each contact.
4. Offer your KW App to each contact.

Record your results below and share them at the end of the conversation.

| Name | # | Email | Notes |
|---|---|---|---|
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