



Skills to Spark a Great Career



Lead Follow-up

SESSION 12

Strengthen Relationships





Today's Agenda


**Real Estate
Expert**




**Lead
Generation**




**Lead
Follow-up**




Transaction

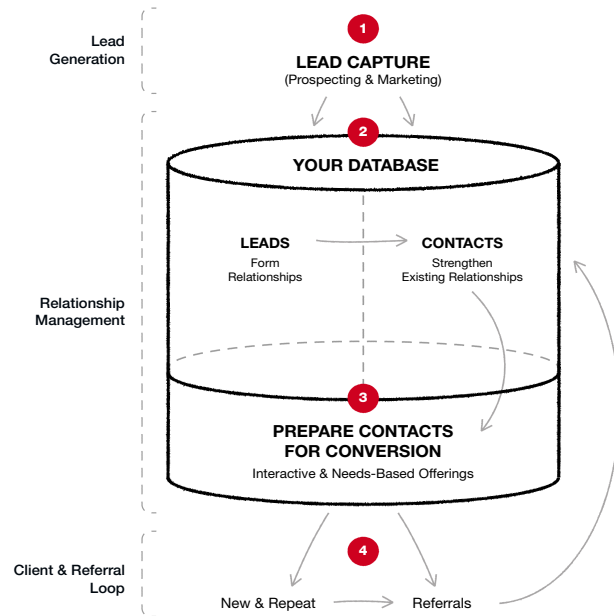
Notes:



Establish the Mindset

Lead

Contact



Know that growth comes from clarity, priorities, and focused action.

SHIFT

Notes:



Once you meet your new contacts you either do business with them immediately or you don't. Either way, once you've met them you put them in your database and stay in touch with them forever.

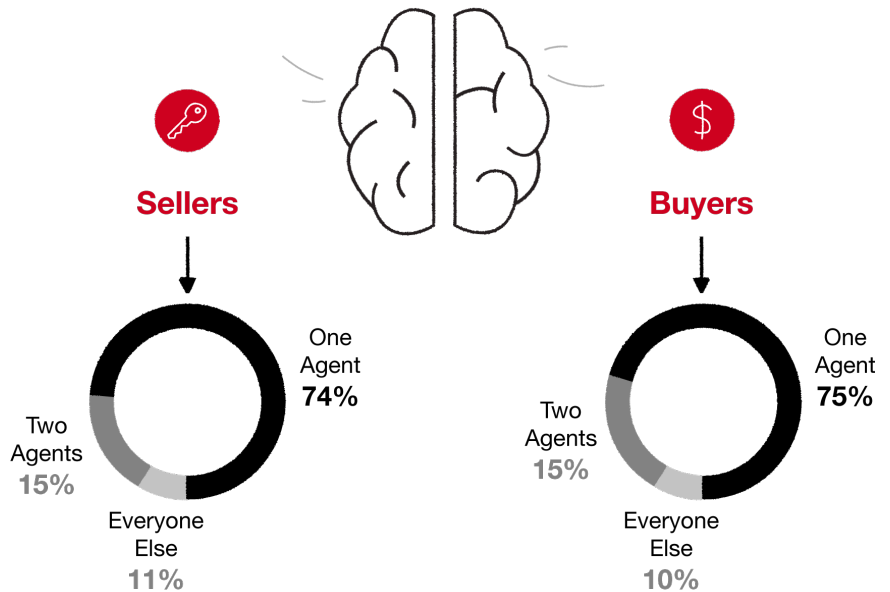
SHIFT

Identify Goals

1. Convert contacts to closed business
2. Stay top of mind with your contacts
3. Leverage mind share for referral business

REAL ESTATE MIND SHARE POSITIONING

Number of agents interviewed before choosing an agent



 **Aha's**



Devise the Plan

TOUCH PLAN

COMMUNICATE WITH YOUR DATABASE

19 to Connect

4 Touches Quarterly phone calls

12 Touches Monthly email, 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

36 to Convert

4 Touches Telephone calls

26 Touches Bi-weekly email offering some type of information of value to the consumer

2 Touches Events, get-togethers, parties

4 Touches Promotional direct mail, such as a magnet, calendar, market report, etc.

1 to Cement

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

Six Connection Questions

1. Who are they?
2. What do they want or need to do?
3. Where do they want or need to do it?
4. Why do they want or need to do it?
5. When do they want or need to do it?
6. How do they plan to do it?

Notes:



MOFIR

What is a MOFIR?

MOFIR Examples

1. This awesome house just came on the market. If you're looking for a home in this neighborhood, call me right away!
2. Interest rates are the lowest ever! If you're considering buying now or thinking about refinancing, I can put you in touch with lenders who can work with you.
3. Do you know about the prices of homes in your neighborhood or any area of town? I've got just the report for you. Call, text, or visit my website to sign up

Notes:



Develop Your 36 Touch Plan



Next to each touch below, write down message or focus of the touch. For example, one call might be a birthday call, a promotion direct mail could be a magnet with the dates of games for a local sport team, and your biweekly email might be a neighborhood nurture.

	Message Content
Telephone call 1	
Telephone call 2	
Telephone call 3	
Telephone call 4	
26 Biweekly emails offering something of value	
Event 1	
Event 2	
Promotional Direct Mail Items of Value	
Promotional Direct Mail Items of Value	
Promotional Direct Mail Items of Value	
Promotional Direct Mail Items of Value	

Goal Setting to the Now

Calculate the number of telephone touches based on the number of contacts in your database..

Number of contacts _____ x 4 = _____ calls per year
Divide by 12 = _____ calls per month
Divide by 4 = _____ calls per week
Divide by 5 = _____ calls per day

Commit to including the number of calls you calculated in your daily lead generation.

Leverage Resources for Touch Plans

Use SmartPlans Visit answers.kw.com and access the following help articles:

- Add a SmartPlan from the SmartPlans Library
- Add Contacts to a SmartPlan
- Edit an Active SmartPlan

Create touch content in Designs Visit answers.kw.com and access articles to get started with Designs:

- Get Started with the Print and Social Design Editor
- Create a Print Marketing Design in Command
- Create an Email Template in Designs

Learn More, Earn More

Take [No Ceilings: Level Up Your Lead Generation](#) on KW Connect

- Build a Bulletproof Business with Your Sphere
- Deliver Unforgettable Experiences with Virtual Events



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.



DAILY SUCCESS SYSTEM

☐

___ of 10 CONVERSATIONS
➔

☐

___ of 10 CONTACTS ADDED
➔

☐

___ of 10 HANDWRITTEN NOTES
➔

☐

10-5-1 SOCIAL MEDIA ENGAGEMENT
➔

☐

ENRICHMENTS
➔

☐






















APPOINTMENTS
➔

☐

AGREEMENTS
➔

☐

CLOSINGS
➔

10					
					
5					
					
1	 <div style="text-align: left;"> Social Media Engagement </div>				

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.



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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