

CE.6337000-RE

Lead Generation/Sales  
Conversations & Lead Follow Up  
for Today's Real Estate Agent

**RE SUCCESS**  
REAL ESTATE CAREER DEVELOPMENT SERIES

# LEAD GENERATION/SALES CONVERSATIONS

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## LEAD GENERATION || PROSPECTING

The thing about prospecting is that the more you practice it, the better you will be. What is prospecting to the average person? soliciting. There is no way around that because most of the people in this world are trained to believe that is true. Prospecting can be the complete opposite of what the majority believes, it's all about how you use it. You need to accept the art of prospecting and allow it to become a part of you and your business. The sooner you do that, the easier the act of prospecting will become for you.

You need to become a rejection junkie. Understand the concept of the reflex 'no' and work around that. Create that into a positive and don't let that stop you from your search for leads.



# LEAD GENERATION/SALES CONVERSATIONS

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## SCRIPTS, SCRIPTS, AND MORE SCRIPTS!

### What is the most important tool in Selling?

- ▶ The Language of persuasion.
- ▶ Show authority by downswinging your voice. However, show that you are about them and their issues by also repeating and approving. Make the conversation about them. Always match your style to theirs. We are able to identify a personality type very simply.
- ▶ Be aware of your PERSONALITY and match it to your clients.
- ▶ Remember to always repeat, approve, and move. When prospecting a potential lead, in conversation, make it always about them. Needless to say, act like you care. People love to talk about themselves. If you're thinking to yourself, "I don't talk like that!" Well, recondition your way of speaking and start talking like that.
- ▶ Practice Makes Perfect. At the end of the day, you can call it lead generation, you can call it prospecting but it is really just getting into great conversations with people about their real estate needs! It's about establishing and nurturing those great connections.

### What is Persuasion?

- ▶ The act of causing a prospect or client to take action with little resistance.

### How do we persuade someone to take action?

- ▶ words we use.
- ▶ The questions we ask.
- ▶ The style in which we speak.
- ▶ Making the prospect aware of what they want.

# LEAD GENERATION/SALES CONVERSATIONS

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## How do we accomplish this?

- ▶ By making an effort to remember the names of both your clients and people passing through the property.
- ▶ By using professional scripts.

## Scripts are:

- ▶ Are intentionally used to condition your response.
- ▶ Are intentional in their purpose.
- ▶ Are intentional in the way they are written with very specific words and phrasings placed in specific positions to get a response.
- ▶ Help change a prospect's awareness of what they want and/or their perspective of a given position.
- ▶ Asking emotion-evoking questions to connect your clients to the property.



# EFFECTIVE DELIVERY OF SCRIPTS

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Learning how to talk to your clients is very important. You are an expert so you should know how to fluently speak real estate. If you want to excel in real estate, you need to 'practice real estate' everyday!

Practice breeds confidence. The beauty of learning a script is the more you practice it in various ways like, in the mirror, in front of your friends or family, even while you're driving in the car on your commute – it boosts your confidence for the real thing. It helps you convey that confidence and ownership of your market knowledge without having to think about what you have to say next.

## The Components of a Script:

- ▶ Neuro-Linguistic Programming (NLP) is the fundamental dynamic between mind (neuro) and language (linguistic) and how their inter-relationships affect behavior (programming).
- ▶ dramatic pauses - Give effect to what you are saying.
- ▶ tonality - The “Tones” used when speaking to a prospect.
- ▶ mimicking & Pacing – Do you sound like the prospect?
- ▶ embedded Commands – Action verbs framed as a statement or question.

Examples: List with me, set an appointment, decide tonight, and start selling.

# EFFECTIVE DELIVERY OF SCRIPTS

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## Benefits of using Scripts:

- ▶ They become “you” when they are memorized and internalized.
- ▶ They force you to sound like a professional.
- ▶ When used consistently they help you measure long term success.
- ▶ They provide a roadmap of what to say in almost every situation.
- ▶ They help build rapport and establishing a relationship with clients.
- ▶ They allow you to be more intuitive and to really dig deep and ask the right kind of questions to find out what your client is looking for....I like to call it intense curiosity!



# THE LANGUAGE OF REAL ESTATE

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Everything you do is centered on communication. The elevation of our existence is rooted from the beginning with our ability to communicate. Regardless of where your leads come from, success within real estate will be directly contingent on just how well you speak fluent real estate. I'm talking about the real conversations...the initial interactions with people which get them to trust you and set an appointment. The conversations rooted in helping them understand your service. Setting up a consultation can provide them what they're looking for.

The quality of your communication will put more people into contract. It will hold deals together; it will build strong relationships; it will bring referrals for years to come. Welcome to the power of communication. Welcome to real estate sales talk.

# THE LANGUAGE OF REAL ESTATE

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## WELCOME TO REAL ESTATE TALK:

The best way to allow yourself to become an effective communicator through the language of real estate is by practicing and role-playing your \_\_\_\_\_ found in the Book of Everything. Role Playing with these scripts is also a huge part to learning. The act of role playing immerses yourself and your partners in the experience of the situation. It allows you to say the scripts out loud and hear yourself not simply speak real estate but hear the tone in which you say certain things. When role playing your scripts and/or practicing your script in a real-life scenario, there are four important parts of the conversation.

1. Speak with familiarity  
Say their name like you know them, say your name like they should know you.
2. Say the company name  
You chose this company for a reason. This company has pride and value, say it like you really mean it and use the company's name to your advantage!
3. Dealiver the good news  
Now that you have momentum in the call, don't stop there! A property just listed or just sold ... It's great news!! Act like it!!
4. Transition  
The fact that you're talking to a decision-making adult who is conversing with you should be EXCITING! Transition gratitude into your ability to jump into rapport quickly.

Communication is very interesting, 55% of communication is facial expressions and gesturing, 38% is tone, and only 7% are the actual words spoken. That's why scripts are so important! It's not just the actual words that are being said that is portraying what you're actually saying, keep that in mind.





# ROLE-PLAY AND REAL PLAY

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## **How to Role Play Effectively – Practice Makes Perfect!!**

- ▶ Stand up while role playing – use your ENERGY
- ▶ Always SMILE!
- ▶ Be enthusiastic!!!
- ▶ Arms in “Ready” position
- ▶ Positive role play manner
- ▶ Follow the scripts word for word

## **How to Learn the Scripts**

- ▶ Read the scripts out loud as fast as you can.
- ▶ Chant as a group, line by line.
- ▶ Watch body language and listen for tonality.
- ▶ Role play with a partner – out loud!!

## **REFER TO THE SUCCESS CENTER SCRIPTS FOR THE FOLLOWING:**

- ▶ Just Sold
- ▶ Just Listed
- ▶ Powerful Closes for Prospecting
- ▶ Sphere of Influence – Past Client
- ▶ SOI/Past Client Script – Those you haven’t talked to in awhile
- ▶ New Agent Sphere of Influence
- ▶ FSBO Script
- ▶ FSBO Objection Handlers
- ▶ Expired Listing Script 1
- ▶ Expired Listing Script 2
- ▶ Powerful Closes for Expireds
- ▶ Property Search Script
- ▶ Property Watch Script

# KNOWING YOUR AUDIENCE – THE 4 PERSONALITY TYPES

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Along with speaking real estate and effectively communicating, there is another huge part that compliments the art of communication in this industry, learning the various personality types. There are four different personality types that I would like to touch on.

1. **THE DRIVER**
2. **THE EXPRESSIVE**
3. **THE AMIABLE**
4. **THE ANALYTICAL**

## **The Driver**

- ▶ Low emotional responses – based on what they know
- ▶ Quick decision maker, takes action, and gets things done
- ▶ Controlling and Dominant
- ▶ Appears rushed or impatient
- ▶ Perceived as aloof and arrogant

Drivers act on information immediately. They don't require the guidance or consultation with others to make decisions. To effectively work with Drivers talk in bullet points, give them relevant information, and let them make the decision.

## **The Expressive**

- ▶ High emotional responses - based on how it makes them feel
- ▶ Quick decision maker
- ▶ Gregarious, out-spoken, wears bright colors and or bright patterns
- ▶ Open, spontaneous, and doesn't like boredom
- ▶ Appears rushed, runs late frequently
- ▶ Center of attention, it's all about who you know

Expressives need to talk it out before they decide. To effectively work with an Expressive lead the conversation to get answers or decisions, hold animated discussions with them, and compliment them. They are typically a connector and will want to introduce you to everyone that can help them or you with your job.



# KNOWING YOUR AUDIENCE – THE 4 PERSONALITY TYPES

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## **The Amiable**

- ▶ Highly emotional responses – based on how it makes others feel
- ▶ Slow decision making process
- ▶ Friendly and agreeable; wants to do the right thing for all
- ▶ Team player and supportive
- ▶ Empathetic, warm, and soft hearted
- ▶ Soft spoken and easy going

Amiables seek approval and want everyone around them to feel comfortable. They will likely check with others before making a decision. They need to feel that they are making the right decision.

## **The Analytical**

- ▶ Low emotional responses – based on reviewing information
- ▶ Generally slow in the decision making process
- ▶ Structured, organized and could be a perfectionist
- ▶ Loves facts, figures and details
- ▶ Follows systems, rules and procedures
- ▶ Skilled at problem solving
- ▶ Dry, witty sense of humor

The Analytical wants to know they are making the right decision. They need facts and figures up front and they need the time to review them for a decision without pressure. They are not driven by emotion, but by what the best outcome is based on figures and facts. They are logical at their decisions and appreciate knowing the processes involved ahead of time. They don't like surprises.

# KNOWING YOUR AUDIENCE – THE 4 PERSONALITY TYPES

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Knowing who you're talking to allows you to know how to communicate with them properly. The key to understanding other people is understanding who you are first and accepting the fact that who you are is perfect.

We all have an individual personality type and that type is generally not going to change. Once you have a clear understanding of the type of person you are, this gives you leverage to understanding and adapting to other people and who they are to better work with them.

Your ego is not your amigo. Prospecting is nothing more than a conversation. When you're just having a genuine conversation, you're checking that ego at the door and bringing yourself in alignment with your potential client and their personality type to better serve them and yourself as a great real estate agent and communicator.

Whether you're a driver, expressive, amiable, or analytical, you need to learn how to adjust your own type to match that of your clients. The goal is trust, and making them feel comfortable talking and working with you.



# WHAT IS A LEAD?

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Leads Defined: An adult, new to you, who is capable and authorized to make a buying or selling decision. Leads are not past clients or SOI.

## Critical Thoughts about Leads:

- ▶ Leads do not represent security and have no value. They are only a piece of paper!
- ▶ Leads become more important to us when the lead's motivation increases.
- ▶ If you have high goals, you need to qualify your leads faster and harder.
- ▶ A FACT: everybody has your leads!
- ▶ The more leads you have choking your system the less likely you will be calling a qualified lead at the right time.

## Critical Questions to ask yourself about your Leads:

- ▶ How many great leads do you need to meet your goals?
- ▶ Are the leads that I currently have going to get me to the goals that I've set?
- ▶ Why do I keep the leads I have? Why do I keep the leads that I keep?
- ▶ Why do I protect my leads?
- ▶ How do you know when they become motivated?
- ▶ Most of your leads don't know who you are. What if I called them?
- ▶ How much time do you commit to doing lead follow up?

## Creating Leads:

- ▶ Everyone is your lead until they're your client.
- ▶ When prospecting, you need to set up your field.
- ▶ Make at minimum 8-10 contacts an hour. You will have an excessive amount to choose from. Now you can either call or door knock...or any other prospecting activity that supports your business.
- ▶ Take initiative and start farming your field. It's common at first to think you're doing something wrong, just know you are not!

# LEAD FOLLOW UP

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Defined: Calling, on a scheduled basis, potential clients that you have spoken with in the past, asking if they are ready to buy or sell now.

- ▶ Great lead follow up means calling a buyer or seller at the exact moment they are ready to sign a contract!
- ▶ Your definition of a lead is totally dependent on your goals. The higher your goal the less likely you are to chase an unmotivated lead.
- ▶ Approximately 90% of your business will come from your lead follow up efforts.
- ▶ Lead follow up should not be confused with lead generation. Lead generation is speaking with a potential buyer or seller for the 1st time. Lead follow up is speaking with them on subsequent occasions.
- ▶ Don't waste your time doing lead generation if you are not going to do a great job of lead follow up. The more you clog your lead follow up time with unmotivated buyers and sellers, the less time you will have to find those motivated buyers and sellers who will help you meet your goals.
- ▶ The more you qualify a lead...the more time you will spend building a profitable business.
- ▶ The more long term leads you have the more rejection you will get over time and the less motivated you are to do lead follow up therefore letting the motivated ones fall through the cracks.
- ▶ Putting in the time and effort to follow up is proper lead follow up. If a client tells you they will be ready in 6 months, you call them in 3.
- ▶ Always call them in half the time to show your dedication, commitment, and work ethic. Be the one they remember when they're ready to sell.



# HOW TO DO LEAD FOLLOW UP

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## HOW MANY LEADS DO YOU HAVE RIGHT NOW?

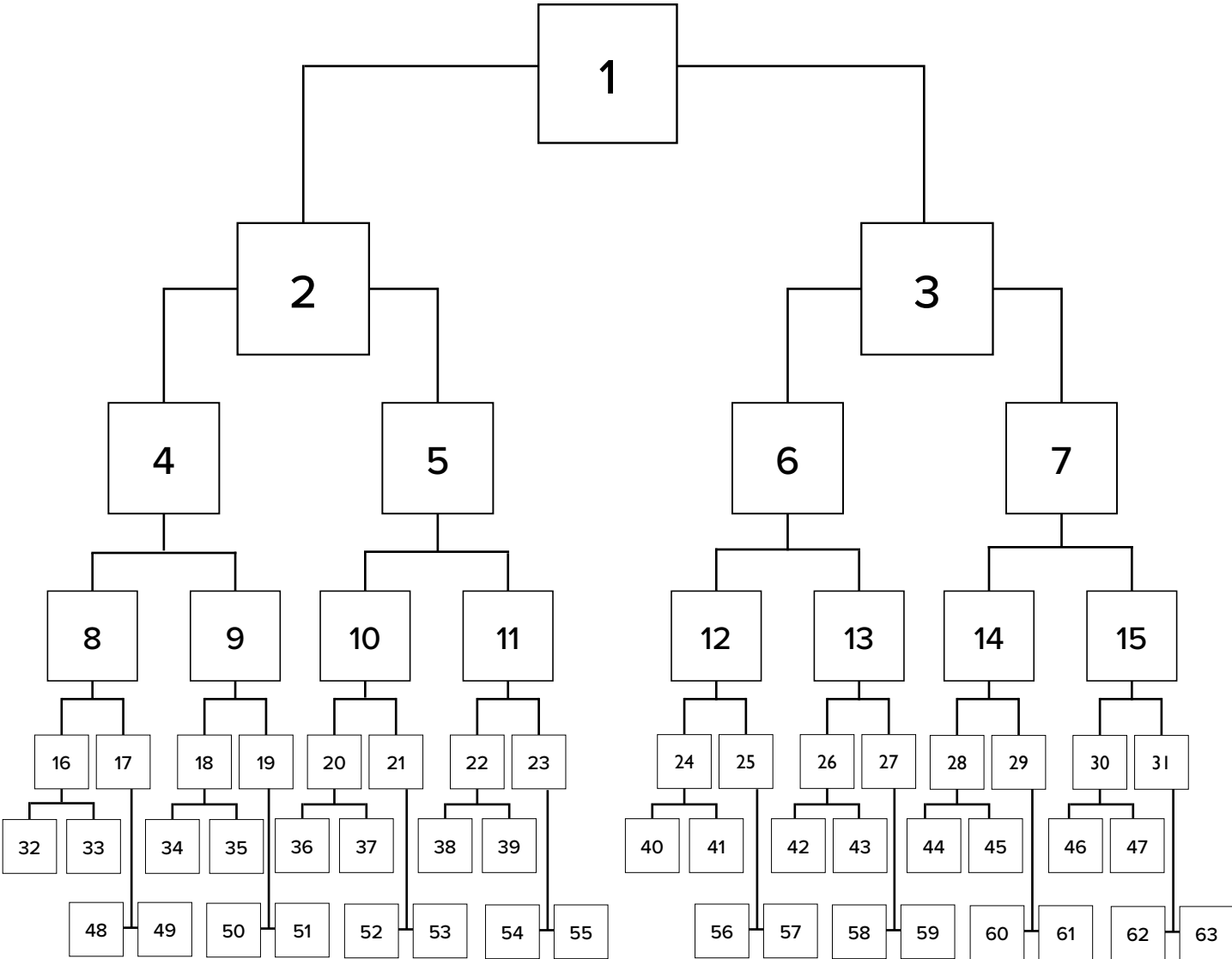
- ▶ First Things First...Weed out all of your leads now!
- ▶ Call them all and ask the following 2 questions:
  - do you still want to buy or sell a home ?
  - can we get an appointment for this week ?
- ▶ Put each lead on a 3x5 card with their name, address, phone #, specific information and when they need to buy and or sell.
- ▶ Separate them by buyers and sellers.
- ▶ Then separate them by those that will buy and or sell in 30 days or less and 30 days or more.
- ▶ Keep those 30 days or less with you at all times and call them every couple of days.
- ▶ Put the rest in your Virtual Agent Center (if they are not already) and call them once per month for an update or to refer out to someone else.
- ▶ Utilize a “drip campaign” for your leads.
  - For those that are buying and or selling in 30 days or less put them on an 8x8 in 8 days.
  - For those that are buying and or selling over 30 days put them on an 8x8 then in 8 weeks roll them into a 12 touch/year or a 30-40 touch/year campaign.
- ▶ Always follow up with a thank you card or a gesture of some sort. Make an impression. You're only annoying until they want to sell. When they do, they can't seem to find you fast enough. Don't let the good leads fall through the cracks.
- ▶ Check the ego and follow up on everyone to create good business for you and for them.

### Ways to help you with Lead Follow Up:

- ▶ Whatever the excuse is to call them back initially, always call back in half the time given.

IF YOU AND YOUR PROSPECT ARE MOTIVATED, THE SYSTEM WORKS GREAT!  
THE MINUTE ONE OF YOU IS NOT MOTIVATED, THE ENTIRE SYSTEM BREAKS DOWN!

# IS THIS DOABLE?



ONLY IF YOU WANT IT TO BE!





