



Lead  
Follow-up

**SESSION 10**

Keep Every Lead

# Today's Agenda

  
**Real Estate  
Expert**



  
**Lead  
Generation**



  
**Lead  
Follow-up**



  
**Transaction**

Notes:

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# 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:

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If you aren't first or second in their mind, you probably won't get the business.

*The Millionaire Real Estate Agent*



**Aha's**

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# 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?

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

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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?

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

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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?

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## Design Your Annual 19 to Connect Plan



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

Notes:

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## 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
<i>Example:</i> Incoming call or text	- Why are you thinking about buying/selling? - Tell me more. - What will that do for you and/or your family?




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# 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.

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**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?

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**Aha's**

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# 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	 <b>Social Media Engagement</b>				

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.

