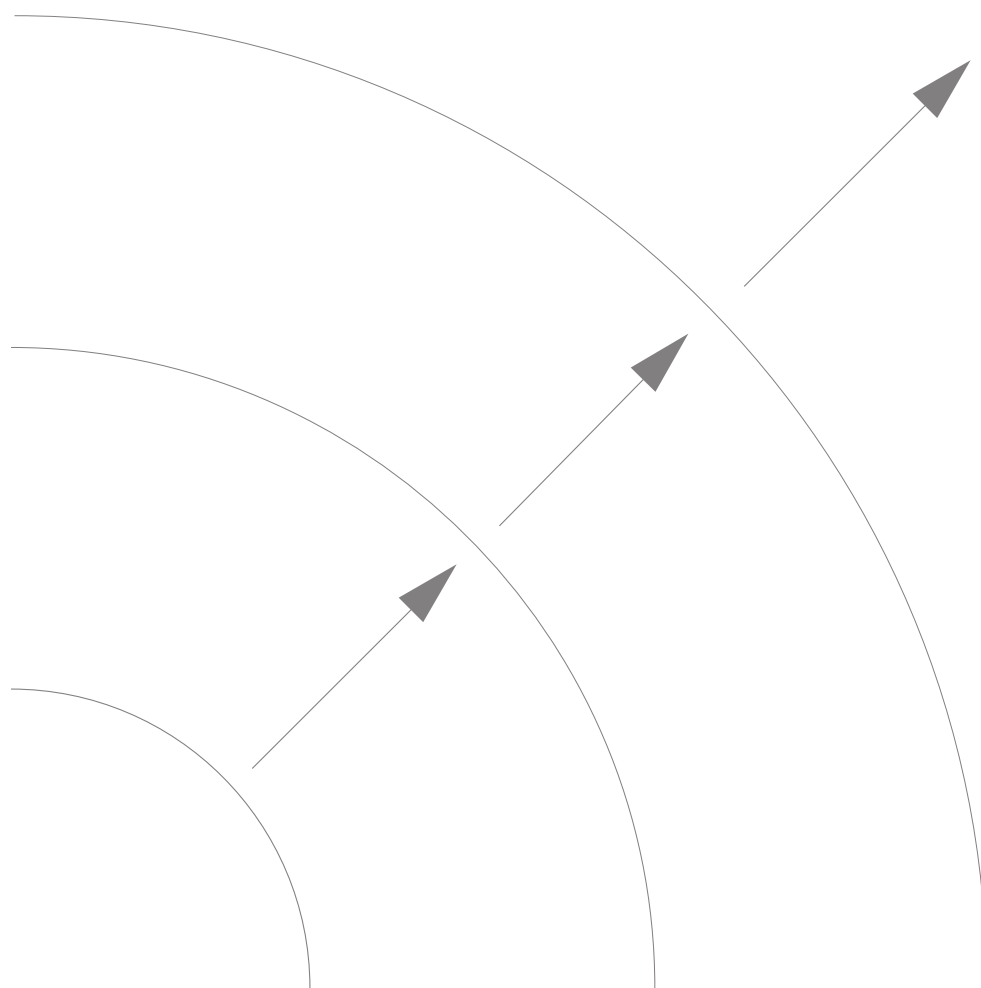


Power Through a Shift: The Six Strategies

Strategy 4: Find the Motivated



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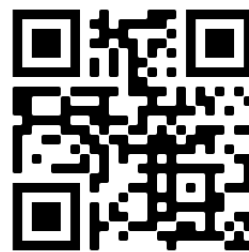
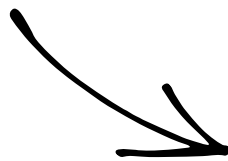
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Agent Resources



Welcome

Welcome to Power Through a Shift: The Six Strategies. Strategy 4: Find the Motivated.

SHIFT Strategies

1	2	3	4	5	6
Get Real, Get Right	Re-margin Your Business	Do More With Less	Find the Motivated	Get to the Table	Help Buyers and Sellers Adjust
Mindset and Action	Expense Management	Leverage	Lead Generation	Lead Conversion and Follow-up	Reset Expectations

TCPA

WARNING! The Telephone Consumer Protection Act (TCPA) regulates calls and texts to cell phones and landlines, auto-dialed calls, prerecorded calls, faxes, and calls to numbers on the Do Not Call (DNC) Registry. Class-action litigation for TCPA violations is increasing, potentially exposing agents, market centers and KWRI to catastrophic financial damages. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, autodialer restrictions and prerecorded messages.

Find the Motivated

Lead generation is the foundation of your business in any type of market.

“ ... you must be more rigorous and resolute in your lead generation than ever before and more so than anyone else. In fact, now is the time to shift your lead generation activities into the highest gear possible.

SHIFT p.49

Objectives — Find the Motivated



Time on Task Over
Time



Top Grade Your Lead
Sources



Reach Out With
Consistency and Value

“ The cause and challenge of a shift is simply one word—**motivation.**

SHIFT p.49

Motivated Leads are Able, Ready, Willing

Able	They have the means to go through with the transaction—they are pre-approved to buy, or they can afford to sell NOW.
Ready	They have a reason or motivation to move NOW.
Willing	They are agreeable to doing what it takes to move NOW.

The Six Ds to Motivated Sales

Who needs to buy or sell no matter the market?

- 1. **D**eath
- 2. **D**ivorce
- 3. **D**ependents
- 4. **D**ownsizing
- 5. **D**eployment
- 6. **D**ividends

Find Your Ds



Get Real: Your Mindset Shift

With a mental shift, you can know the actions needed to succeed.

“*You don't get to decide what the market will do, but you definitely get to decide what you will do.*

SHIFT p.272

Lead Generation

Lead Generation is a **contact sport** with **simple rules**.

1. Connect with people through prospecting and marketing.
2. Once you meet your new leads you either do business with them immediately or you don't.
3. Either way, once you've met them, you **put them in a database** and stay in touch with them forever.

Lead Generating in My Market

Similarities

Differences

Prioritize Lead Generation

- The 80/20 Principle
- Time Block

Commit to the 80/20 Principle

Focus your efforts on what is most important.

EFFORT

The Big Rocks



RESULTS

Make more money

Time with family

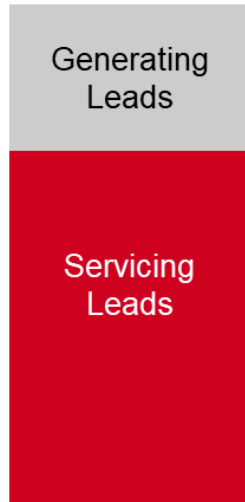
More organized

“*To grow, let go. Now more than ever, your personal actions, your people, and your systems must be focused on the 20 percent that matters. There is no time or money in doing the 80 percent. Just let it go.*

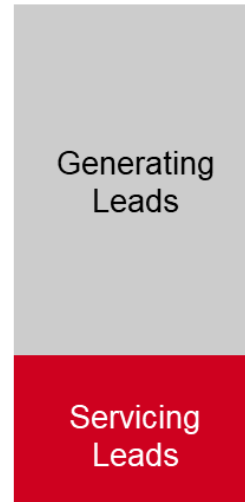
SHIFT p.48

In a Shift, Invest Your Time Differently

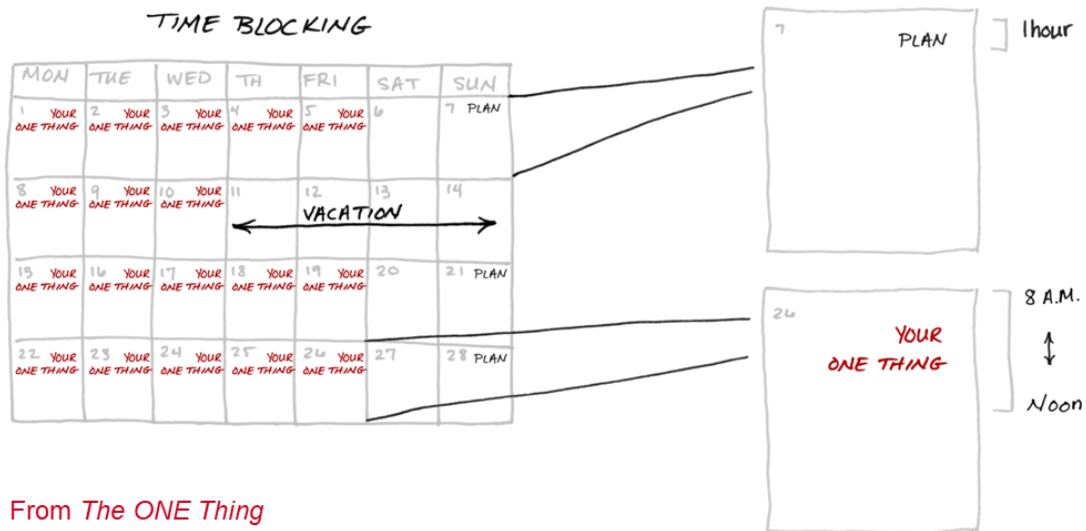
Seller's Market



Buyer's Market



Time Block for Lead Generation



Your Lead Generation Opportunity

Are you **lead generating** for three or more hours a day like top producers?

What is holding you back from lead generating consistently every day?

Build Confidence With the Basics

- Practice conversations
- Know your market
- Respect your expertise

87% of buyers and 90% of sellers used an agent in 2021 according to the National Association of REALTORS®.

“No matter what the condition of the market, there will always be more than enough sales for you to personally reach your goals.”

Gary Keller



Get Right: Your Action Shift

Now that your mindset is pointed in the right direction, it's time to get right. Let's lead generate for the most motivated buyers and sellers.

Accelerate Your Lead Generation



1. Plus Your Lead Generation Plan

1. More Time
2. More Conversations
3. More Leads
4. More Appointments
5. More Contracts

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You can find more information about TCPA and Do Not Call compliance on KW Connect at <https://www.kwconnect.com/page/industry-resource/dnc>.

2. Pursue Only Motivated Leads

- Lead generation costs time and/or money.
- You don't have either to waste.

Top Grade Your Lead Sources

Below, write your top eight lead sources. Include the number of leads or closings that the source has resulted in, then rank the lead source by numbering them from one to eight with one being the most effective and eight the least, based on the quantity or quality of leads.

Lead Source	# of Leads or Closings	Ranking
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____

Keep Lead Generation Expenses in Check

1. Use designs in Command.
2. Split costs of printing with an Allied Resource or local business.
3. Streamline content creation.

3. Be Prospecting-Based

Prospecting

Generating leads through your actions and words, in person or via other direct methods, and reaching out directly to people.

Marketing

Receiving leads from ads, websites, signs, mailing campaigns, or other advertising sources.

Prospecting	Both	Marketing
Phone or Face to Face	Farming	Advertising
Listings Without Agency	Geographic	Pay Per Click
FSBOs (For Sale by Owners)	Demographic	SEO
Expired Listings	Events	Radio
Circle Prospecting	Open Houses	TV
Neighborhoods	Seminars	Newspapers
Apartment Complexes	Contests	Personal Vehicles
Recently Sold Listings	Client Appreciation Events	Bus Stop Benches
Recently Listed Properties	Networking	Social Media
Community Outreach	Sphere	Portals
Charity	Past Clients	Magazines
Volunteer Work	Allied Resources	Billboards
Key Relationships	Agents	Yellow Pages
Corporations	Purchased	Grocery Carts
Builders	Referral Networks	Moving Vans
Banks	Advertising Networks	Broadcast/Content Creation
Third-Party, Data Companies	Clientele	Radio Segments
Investors		TV Shows
Teaching and Speaking Opportunities		Live Social Media
Meals		Blogs
Door-to-Door Canvassing		Direct Mail (Non-Farm)
Networking Events		Postcard Campaigns
Booths and Kiosks		Special Events Cards
Walk-ins		Just Sold/Listed Cards
Text Correspondence		Quarterly Market Updates
SMS		Promotional Items
Messenger		News Releases
Email		Advice Columns
		Sponsorship

Create Messages That Matter

Every message you put out should answer two questions.

1. Why would they want to contact you in this market?
2. What would they get if they did?

Match the message to the market.

- Target market of motivated buyers and sellers
- Market conditions of the market area in which you do business

Two Principles

1. People will contact you if there is a direct benefit to them.
2. Your message must make an offer to get a response.

MOFIR - Make Offer For Immediate Response

Ask your sphere of influence, "What is the biggest challenge that buyers and sellers face in this market?" Then come up with solutions and construct your message around the challenge and the solution.

Reach Out With Consistency and Value

Three Categories of Value

1

Information

2

Access

3

Service

Unique Value

1. Information	2. Access	3. Service
• Neighborhood nurture	• Buyers view homes	• Care calls
•	• Events	• Landscapers
•	•	• Roofers
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Value at All Levels

- Leads: e-card
- Contacts: card with seed packet
- Past Clients: card with small plant
- VIPs: deliver a larger, mature plant



Evaluation

Please take a moment to complete our course evaluation by scanning the QR code below or going to kwueval.com.



Success Happens

When you get your mindset in line with the actions you need to take to be successful in a shift, it's simple to form a plan of action.

Evaluate Your Effectiveness

Evaluate your effectiveness in the areas below on a scale of 1 to 5 (beginner to expert):

Skill	Rating
1. I stay focused on my 20%.	
2. I have created my time blocking and will use it to focus on lead generation.	
3. I know who is motivated in this market and I have a plan to pursue them.	
4. I know my top 3 lead generation sources.	
5. I am committed to staying in contact with my database.	

Create an Action Plan

Prioritize the skills you want to hone by looking at how you rated your effectiveness in each area. What is your plan to ensure you overcome any hurdles you face?

Skill	Rating	Plan for Success
1. I stay focused on my 20%.		
2. I have created my time blocking and will use it to focus on lead generation.		
3. I know who is motivated in this market and I have a plan to pursue them.		
4. I know my top 3 lead generation sources.		
5. I am committed to staying in contact with my database.		

Summary

1. The basics of lead generation never go out of style in any market, and you CAN improve your skill over time with practice.
2. The six Ds may be your best source of motivated leads in any market.
3. Lead generation is a contact sport with simple rules.
4. Focus on your best lead sources and stop doing what isn't working.
5. Add every lead to your database and continue to provide value on a consistent basis.

Revisit Objectives



Time on Task Over Time



Top Grade Your Lead Sources



Reach Out With Consistency and Value

“ *When the market changes, you don't slow down, you ramp it up!*

SHIFT p.81



Aha's

SHIFT Strategies

1	2	3	4	5	6
Get Real, Get Right	Re-margin Your Business	Do More With Less	Find the Motivated	Get to the Table	Help Buyers and Sellers Adjust
Mindset and Action	Expense Management	Leverage	Lead Generation	Lead Conversion and Follow-up	Reset Expectations

Thank You!

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