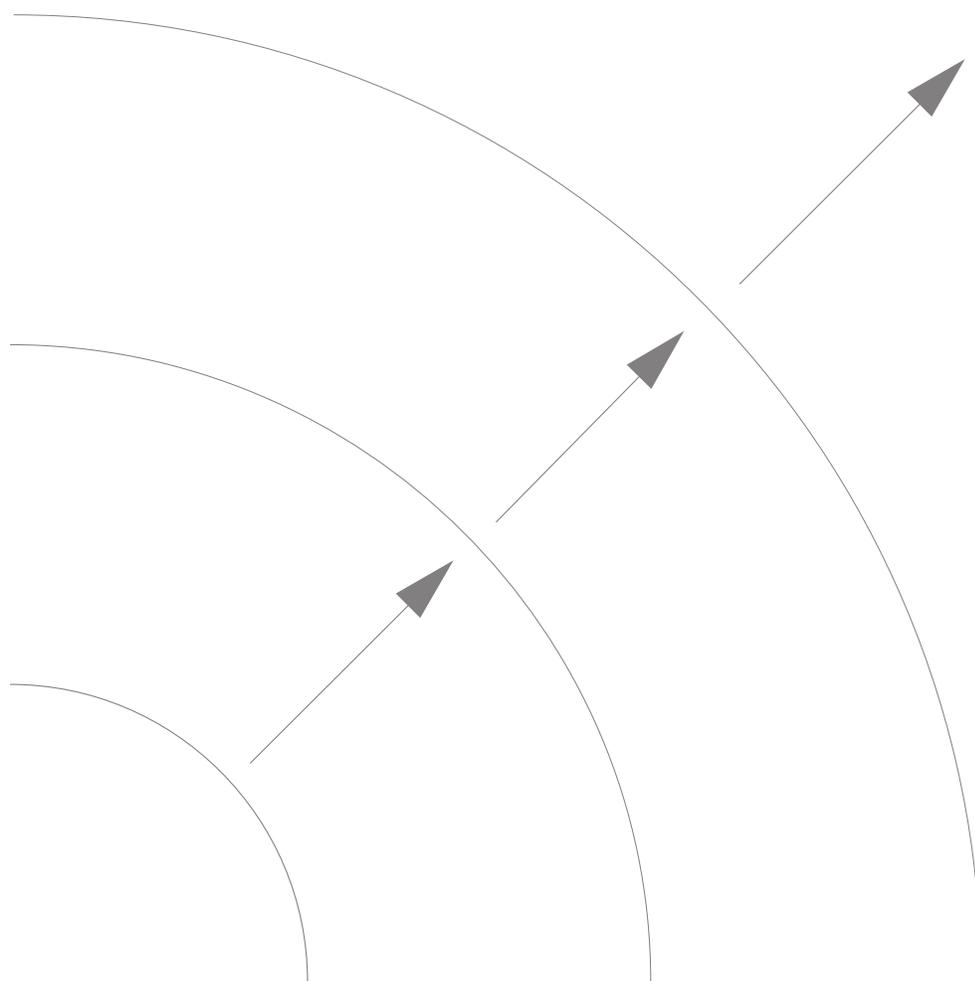


# Power Through a Shift: The Six Strategies

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Strategy 5: Get to the Table



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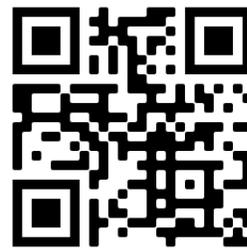
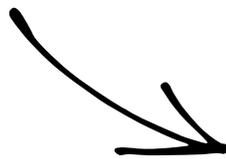
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Agent Resources





# Welcome

Welcome to Power Through a Shift: The Six Strategies. Strategy 5: Get to the Table. It is the fifth in this series of strategies to implement now.

## SHIFT Strategies



### 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.

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



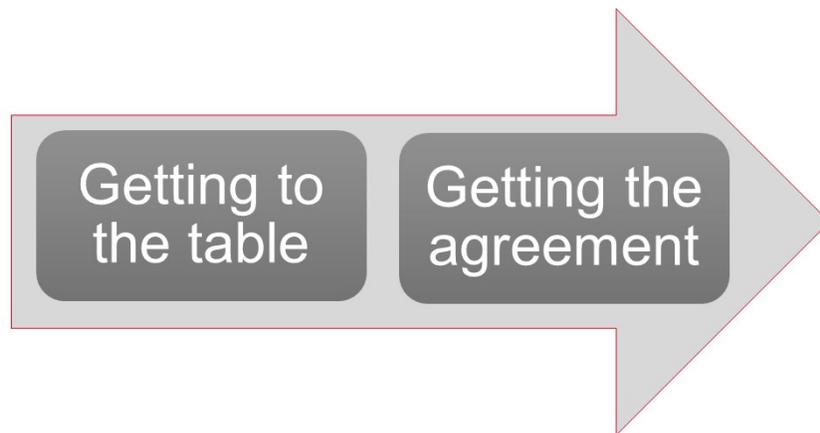
# Get to the Table

**“** *Leads don't matter if they don't turn into business.*

Gary Keller

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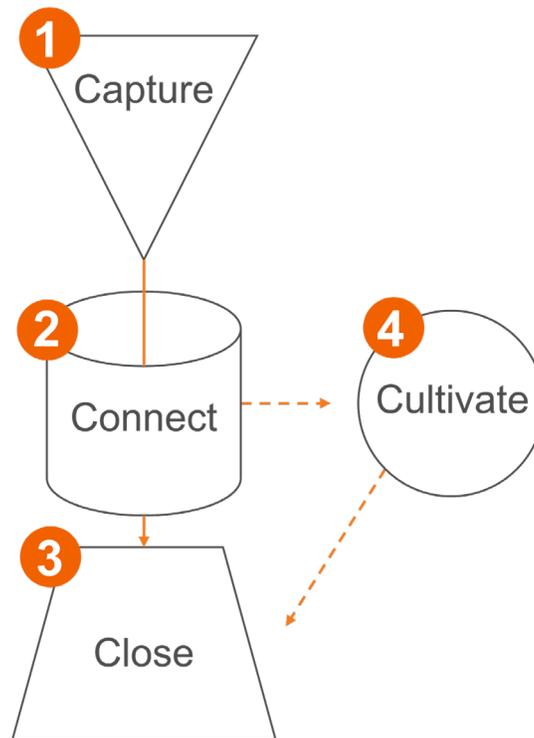
## Meet the Lead Conversion Challenge





# Skills to Convert Leads

- \_\_\_\_\_ 1. Your skill at capturing leads.
- \_\_\_\_\_ 2. Your skill at connecting with leads.
- \_\_\_\_\_ 3. Your skill at converting leads to an appointment.
- \_\_\_\_\_ 4. Your skill at cultivating leads to build authentic relationships.



## Objectives

 <p>Adopt a lead conversion mindset</p>	 <p>Evaluate your systems for capturing leads</p>	 <p>Evaluate your systems for connecting with leads</p>	 <p>Convert leads by asking for the appointment</p>
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# Get Real: Your Mindset Shift

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

## Remove Your Limiting Beliefs



### UNLIMITING BELIEFS

When you unlimit your thinking, you unlimit your success!

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### LIMITING BELIEFS

“I don’t have enough time for training.”

“I can’t be successful in this market.”

“I can’t devote three hours each day to lead generation.”

## Practice Unlimiting Your Beliefs

1. What is a limiting belief you’ve had that you needed to remove?

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2. How did you do it?

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3. What new successes came your way once you removed the limiting belief?

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# Lead Conversion Mindset

- 1. Every lead has the potential to turn into business.
- 2. Treat every lead as precious.
- 3. Find out which leads are able, ready, and willing.
- 4. Cultivate all other leads until they are able, ready, and willing.
- 5. Use your sales ability and knowledge of the market to move people from inquiry to a closed transaction.
- 6. Ask for the appointment.



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# Get Right: Your Action Shift

## Get to the Table

 Capture  Connect  Convert

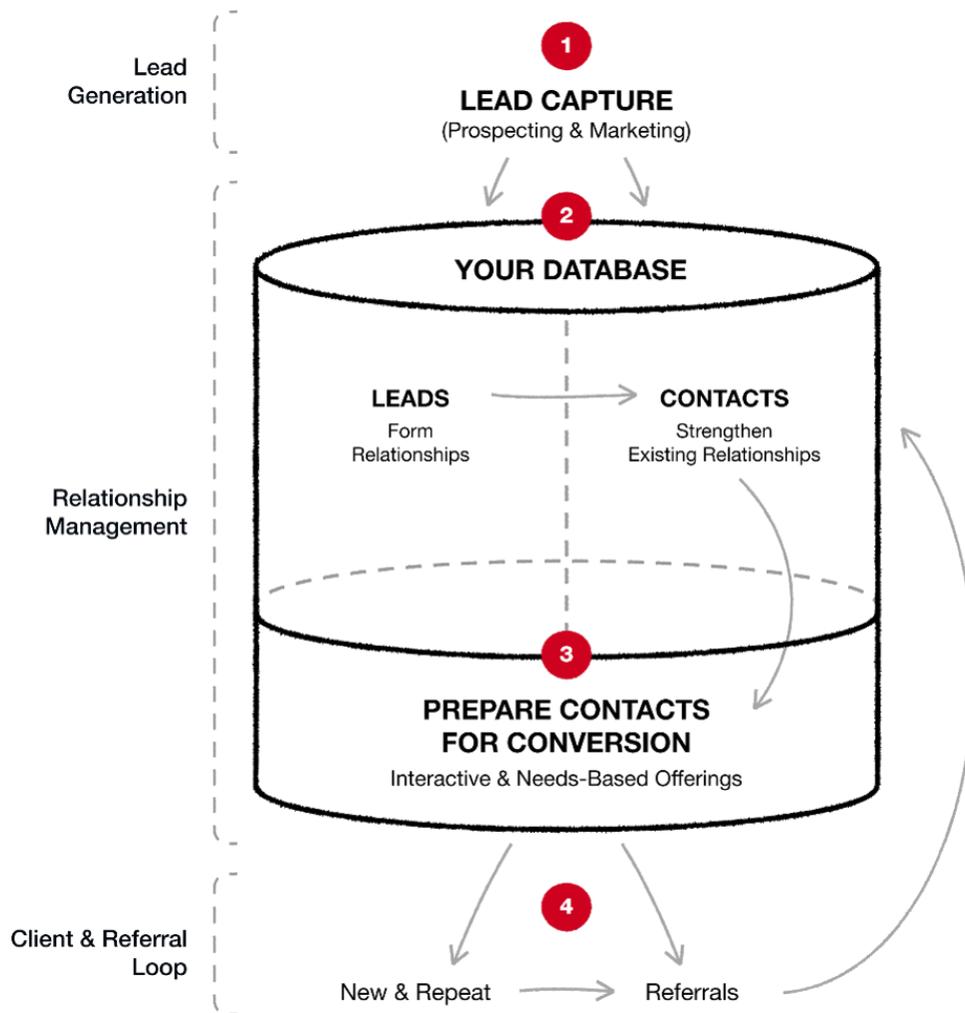
**“**  
*Conversion success comes to those who intentionally and repeatedly do three things with every lead: capture, connect, and close.*

SHIFT p. 89

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# MREA Lead Generation Model



## Leads vs. Contacts

### 1. Leads

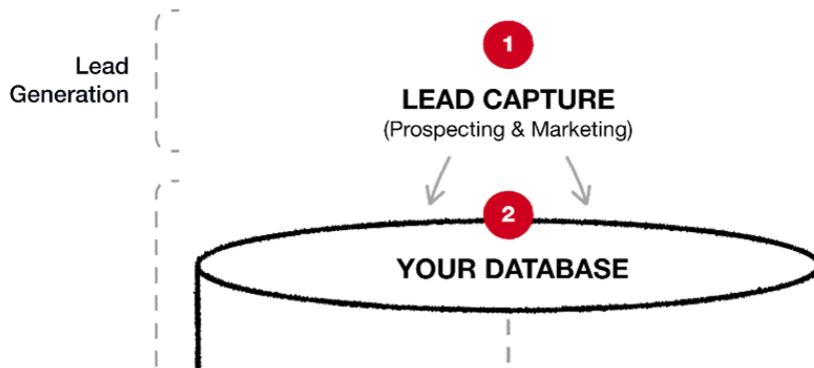
People who have expressed interest in a service or offering of yours from social media, other marketing platforms, your website, or word of mouth. You may have a one-way conversation with them to respond and begin to build a relationship.

### 2. Contacts

People you have a relationship with. They know you, you know them, and you have their permission to engage in communication with them.



# Capture



Looking at the top of the Lead Generation funnel above, answer the following questions.

- What is your current system for capturing leads?
- What are you using as your databank?
- What improvements can you make to your lead capture system?

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## Capturing Leads

1. Find the motivated: able, ready, and willing
2. Systematize lead capture
  - Must-have information: Phone, Email, Address
  - Nice-to-have information: Birthday, Home Anniversary, F.O.R.D.



# Fill the Gaps

Find gaps in the information stored in your database and create a plan to complete each person's record.

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# A Day in Your Life

What did you do?	
Where did you go?	
Who did you encounter?	
Who did you interact with?	



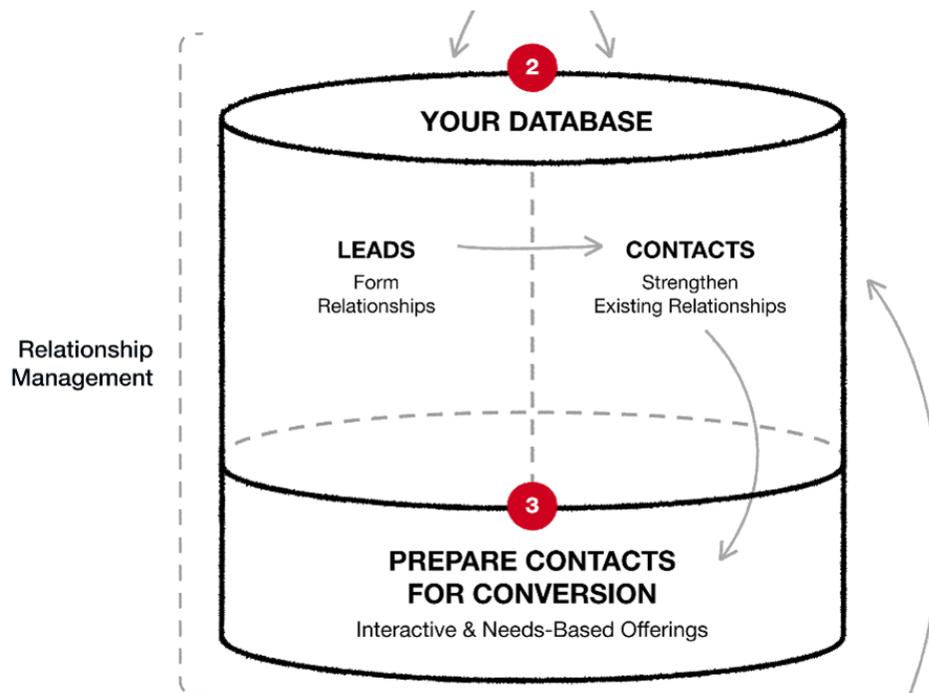
# Pair Up: Find Missed Opportunities

Identify opportunities to capture leads.

	How can you be more intentional about capturing information as you go through your day?
With what you're doing?	
With where you go?	
With what and whom you encounter?	
With people you interact with?	



# Connect



## Connect With Questions

### Buyers

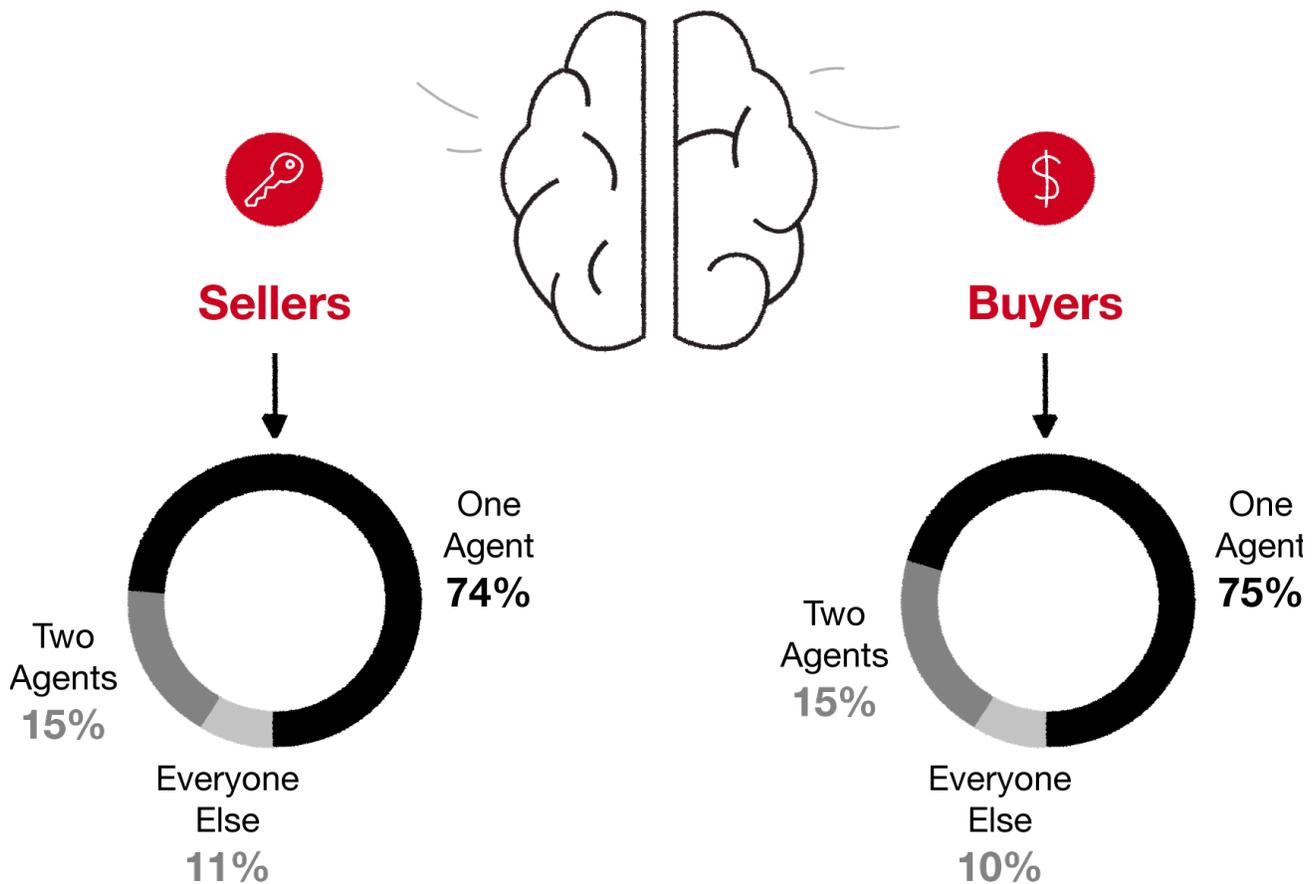
- What's prompting you to move?
- What is your time frame to move?
- What price range do you have in mind?
- Are you preapproved with a lender?
- Do you own the place you're living in now?

### Sellers

- What's prompting you to move?
- What is your time frame to move?
- How did you hear of my services?
- How much do you think your home is worth?
- Tell me about your house.
- What is the address of your house?



# Real Estate Mind Share Positioning



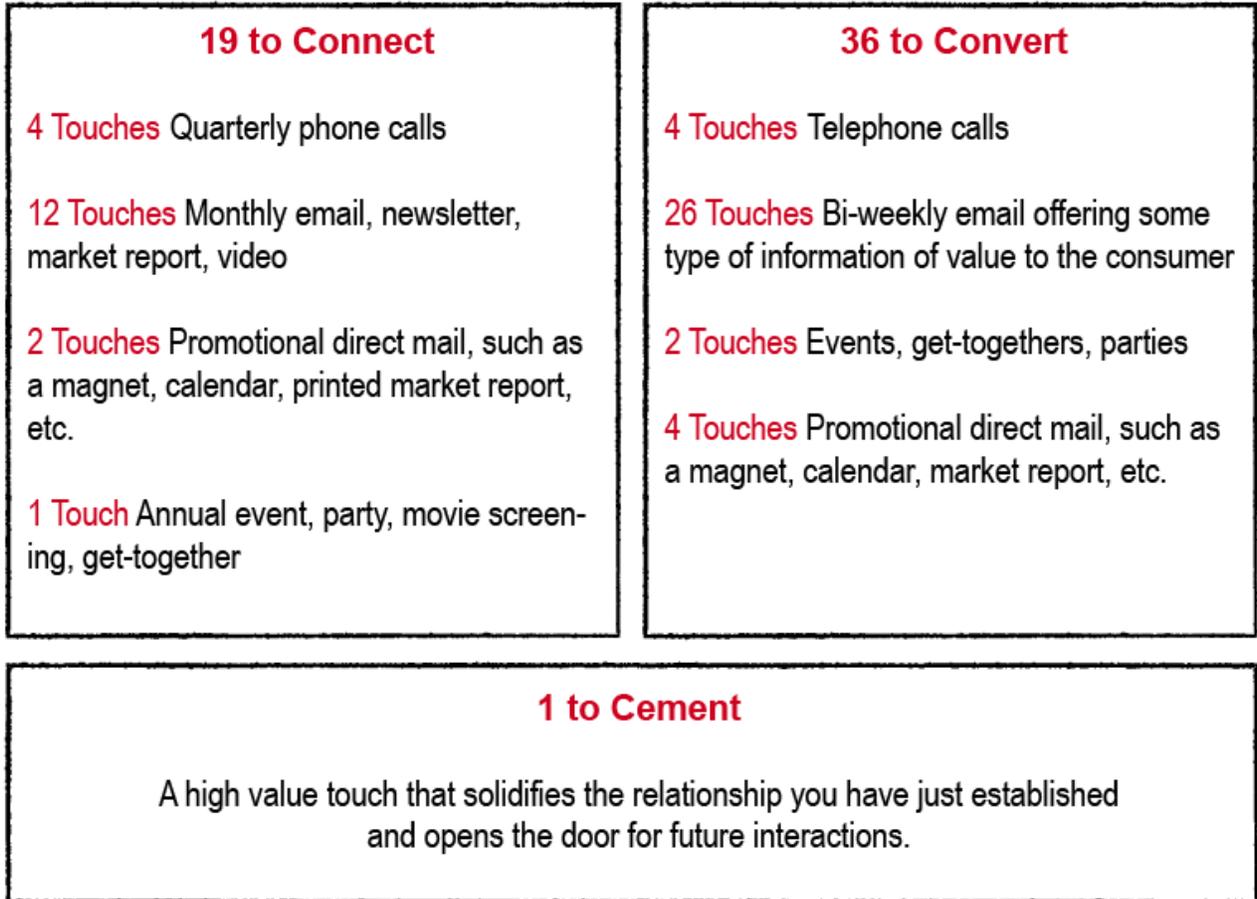
## Connect with Every Lead

1. Speed matters. Even if you only have a minute, call the lead.
2. Identify the motivated (able, ready, and willing) and set an appointment.
3. For all leads and contacts:
  - Provide custom answers to their needs, then, market to those needs.
  - Build purposeful relationships.



# Communicate With Your Database

## MREA Touch Plans



What is your method for ensuring that each contact in your database is hearing from you consistently?

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What are some of your unique touches to your database?

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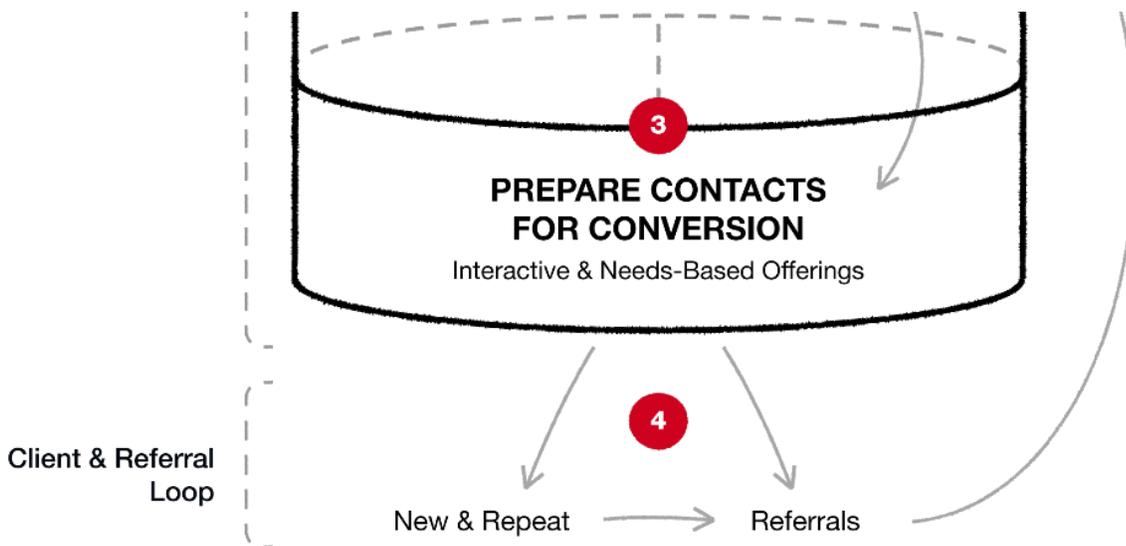
# Benefits of Cultivating

- Cements the relationship
- Maintains mindshare
- Provides continuous value
- Increases opportunity to convert—close to an appointment

## Convert

“Without an appointment conversion hasn’t happened.”

SHIFT p. 86





# Go for the Close Examples

1. The Hard Close “Let’s meet!”
2. The Soft Close “I’ve really enjoyed visiting with you. Would you like to get together to discuss this further?”
3. The Direct Close “Can we meet today?”
4. The Indirect Close “Would it be okay if I got you some information to look over and then can we meet to discuss?”
5. The Trial Close “Have we gone over enough today that meeting would be our next step?”
6. The Assumptive Close “It sounds like we should meet. I am available most times this week so what works best for you?”
7. The Negative-Positive Close “Would you be offended if I asked if we could meet to go over this?”
8. The Take Back Close “I’ve really enjoyed visiting with you. To be honest, I’m not sure if I can be of help or not, but I’d be honored if we could meet to find out.”
9. The Tie Down Close “Wouldn’t it make sense for us to meet in the next day or so?”
10. The Alternative Choice Close “What works better for you? Meeting today, sometime this afternoon, or tomorrow morning?”

**“*Learn how to respond and let the conversation take its natural course. In the end if they can meet and have a good enough reason to meet they will meet.***

***And if they don’t then they won’t. And that’s okay. You really don’t care what their answer ultimately is because you’re not into getting people to do anything they don’t want to do.***

***You’re just going to ask and respond until they agree that meeting with you makes sense or it doesn’t. Either way, you win.***

SHIFT p. 102



# Track Your Level of Conversion

1. Leads to appointments
2. Appointments to signed agreements
3. Agreements to closed transactions



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## Evaluation

**Please take a moment to complete our course evaluation by scanning the QR code below or going to [kwueval.com](http://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.

## 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. Capturing crucial lead information		
2. Connecting with leads to assess their needs and establish a relationship		
3. Closing by asking for the appointment		
4. Cultivating the relationship		



# Summary

1. Every lead has the potential to turn into business.
2. Treat every lead as precious.
3. Find out which leads are able, ready, and willing.
4. Cultivate all other leads until they are able, ready, and willing.
5. Use your sales ability and knowledge of the market to move people from inquiry to a closed transaction.
6. Ask for the appointment.

## Revisit Objectives



## SHIFT Strategies







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**Thank You!**

