

LOCKING DOWN EXISTING W.H.A.L.E. AGENTS

Script & Guidelines for Hunting
EXISTING W.H.A.L.E. Agents



W.H.A.L.E. = Worth Helping A Little Extra

Immediate Objectives:

- Grab your **Good W.H.A.L.E. Hunting** eligibility checklist for each W.H.A.L.E. you want to target, and use it as your hit list for setting appointments with agents that have W.H.A.L.E. status.
- Using the script below, call and set appointments with each W.H.A.L.E. to introduce a lead generation strategy you've invested in that will help them build their business. Your leadPops Marketing Coach will take the lead on that next appointment.
- Establish yourself as the mortgage professional of choice for your W.H.A.L.E.'s and secure more home buyer pre-approval leads through their marketing efforts and word of mouth business.

In a Nutshell

1. Identify your W.H.A.L.E.'s.
2. Approach your W.H.A.L.E.'s with real value and further differentiate yourself.
3. Establish loyal W.H.A.L.E.'s by bringing value and qualified leads to the table, while strategically cementing your business into all of their marketing efforts.



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Here's a great excuse for you to touch base with the W.H.A.L.E.'s you already know: call and tell them that you've invested in a system that includes lead generation technology paired with direct consulting designed to help them generate more business!

There is no better way to get a good Realtor (a W.H.A.L.E.) fired up and differentiate yourself from other L.O.'s than by making it clear that your goal, as their preferred mortgage partner, is to help them grow their business (without having to pay for their marketing)!

Some of the other leadPops Marketing Scripts & Guides highlight how to create relationships with NEW W.H.A.L.E.'s. Here's the low-down on how to nourish (and potentially rekindle) EXISTING W.H.A.L.E. relationships to further solidify your referral network.

ALSO SEE: Good W.H.A.L.E. Hunting PDF --
Eligibility Checklist for Hunting W.H.A.L.E. Agents.

Passion & Conviction are the keys to success on any open. Use your voice inflection to take potential clients on an emotional rollercoaster!



Puzzled & Curious -> Matter-of-Fact & No B.S. -> Shock & Dismay -> Excitement & Hope – use these as needed!

- Have a genuine desire to help your W.H.A.L.E.'s
- Ask good questions and be an excellent listener
- Set the solid appointment
- DON'T SELL ON THE OPEN!

W.H.A.L.E. OPEN SCRIPT:

“Hello _____, it’s _____ with (company name). How are you?”

First, chat with them (briefly) and then cut to the chase

“Great, well _____, the reason I wanted to give you a call today is that I’ve invested in a high-level lead generation technology & consulting platform. It’s designed to help my preferred real estate agents – my business partners – generate higher quality and volume buyer and seller leads.”

“Before I get into it too much, I was hoping to learn a little bit more about you and your marketing -- your goals, what’s working and what isn’t – just a few questions I have to figure out where we can help. All I need is a couple more minutes to see if this might be a fit. So _____...”



W.H.A.L.E. OPEN SCRIPT:

OPEN ENDED QUESTIONS:

- Of all your marketing efforts, what's currently working best for you?
- What does your ideal customer profile look like?
- How many visitors do you get to your website each month?
- How many open houses are you doing each month?
- What are some of the challenges you face in your business?
- On average, how many transactions are you closing per month, and where would you like to be?
- Just out of curiosity -- what are some your other L.O.'s doing to help you with marketing?

"Great _____, thanks for sharing. This is all really good stuff. Based on your answers, I definitely think this is going to be a good fit for us. I'm confident we're going to be able to help you get better results from your marketing efforts and partner with you to hit your goals."

"In a nutshell, I've invested in the same lead capture technology and strategies that some of the biggest companies in the world are using to generate business online... we're talking Zillow, Quicken Loans, LendingTree, LowerMyBills.com -- who sold to Experian for \$330M using this same exact formula -- to convert website visitors and anonymous clicks into actual conversations!"



W.H.A.L.E. OPEN SCRIPT:

“We can’t sell houses to a bunch of clicks, right? Without effective capture technology, driving a bunch of traffic through online marketing, SEO, offline efforts, etc. doesn’t do anything for us!”

“That’s like running the A/C but leaving all the windows down, right?”

“Great, _____, well the solution I’m offering will fix that for you too. It’s called Conversion Rate Optimization and it will help get you a higher ROI on all of your marketing efforts. It’s also an incredibly powerful tool for your listing presentations.”

“IT’S NOT GOING TO COST YOU ANYTHING, and the best part is: if you use the technology and take advantage of the consulting you’re guaranteed to generate business from it!”

“I’d love to set up an appointment to show how exactly how it works.”

“You’re definitely one of the first people that came to mind when I met with my marketing company the other day to discuss who in my sphere of influence I wanted to extend this offer and technology to.”

“So, _____, if that sounds good, I was just hoping to set up a quick call with you, myself, and my partner marketing company to show you how everything works and see if this is a good fit for you!”



SET THE SOLID APPOINTMENT!

Your leadPops marketing strategist will take the lead on the next call for you. All you need to do is make sure your W.H.A.L.E.'s show up to your appointments!

3 ACTION ITEMS TALK

1. What the most successful companies in the world are doing to generate quality leads from their marketing efforts.
2. How they (your Realtors) can use the same technology and strategy in their B2C and B2B marketing efforts.
3. A guaranteed increase in their marketing ROI, referrals and referral sources, qualified leads, etc.

Remember to sprinkle in some strategic open-ended questions along the way and get them talking about their business. Plant seeds of value. Uncover hot-buttons and pain-points, and get them talking and thinking about the fact that (for the most part) the other L.O.'s and mortgage people they work with aren't doing ANYTHING to help them generate business!

While other L.O.'s are just waiting on Realtors to send them referrals, or at best bringing them coffee and donuts, you're actually investing time and money, and putting effort into helping your preferred Realtors (W.H.A.L.E.'s) generate more business!

