

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.
- 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: Existing Agents – Part 1 - 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.

- ✓ 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 main reason I wanted to give you a call today is to tell you about a marketing and lead generation platform I'm using."

"It's the same kind of lead gen strategy Zillow and some of the big boys are using to capture and convert not just more leads, but just as important -- better qualified leads (instead of just a bunch of window shoppers)."

This company I'm working with that builds the technology and the landing pages actually worked with Zillow and a few other big companies in the industry. They generate over 30K leads per month using the platform."

"Here's the kicker: I'm also selecting a handful of preferred Realtors that I work with to hook up with their own version of this capture technology."

"I want to help some of my real estate partners generate more and BETTER QUALITY buyer and seller leads."



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

"I sat down to write out a list of who I wanted to offer this to and you're one of the first people that came to mind."

"Before we get into it too much, I was hoping to learn a little bit more about you to see if this is a good fit -- your marketing, your goals, what's working and what isn't -- just a few questions I have to figure out if there's a match and how I can help."

OPEN WORKSHEET QUESTIONS:

What kinds of clients do you like to work with? _____

What's your website address? _____

How many visitors do you get to your website each month? _____

What kind of digital marketing are you doing? **Email | Social | PPC | SEO**
Other:

What kind of traditional marketing are you doing? **TV | Radio | Mailers**
Other:

Of all your marketing efforts, what's currently working best for you?

How many open houses are you doing each month? _____



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

What are some of the challenges you face in your business?

On average, how many transactions are you closing per month? _____

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. I definitely think this is going to be a good fit for you. I'm confident we're going to be able to help you get better results from your marketing efforts."

"In a nutshell, you can't sell houses to a bunch of clicks, right? Without REAL lead capture technology, driving a bunch of traffic through SEO, offline efforts, etc. doesn't do anything for you!"

"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 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 you're guaranteed to generate business from it!"

"I'd love to set up an appointment to show how exactly how it works."



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

“Like I said, you’re definitely one of the first people that came to mind when I met with my marketing team the other day to discuss who in my sphere of influence I wanted to extend this offer to.”

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

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 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 Realtors generate more business.

