

BEST RATE REFERRALS

2-Step Lead Generation Process



Over the last five years I have developed the perfect method for generating interest when cold calling for mortgage leads. When I got into this business I had extensive background in telemarketing, but it had all been 'one call' sales. I was used to calling and trying to sell someone on the first call. In this industry trying to sell on the first call and taking a full application will have you spinning your wheels for days. In this guide you will learn the art of taking a step back in the initial call to earn the prospect's trust. You can NEVER write loans without trust.

So how do we build trust? Follow along.....



2-STEP LEAD GENERATION PROCESS OVERVIEW

The first thing to remember when you are cold calling is that you are invading someone's privacy. You are calling them on a personal line to ultimately earn their business. Naturally, they will not like this and will immediately put up a common human defense "not to be sold". Once you know "not to sell," you can be a lot more personable; which in turn will lower their guard to you. I will show you how 'Not to Sell'.

The second thing to remember when starting a cold calling campaign, is to get the right type of calling list. There are many data brokers out there to choose between. Typically you want to stay with a mortgage niche direct marketing company for your data. They will guide you in the right direction as far as areas to target and the filters to use for your specific marketing campaign. Whether it be debt consolidation or reverse mortgages, there is data available to target any demographic.

Third, make sure you have the basic script down. This does not mean that you need to know any of our scripts word for word, but more that you really know the concept of what you're trying to get across to the homeowner. We here at Best Rate Referrals pitch a free analysis to see if we can save the homeowner money or better their current Financial situation with some cash out or debt consolidation. See Examples Below.

So let's dive in and break down the process of cold calling so that it's easier to grasp the concept....

THE PITCH AND GENERATING GENERAL INTEREST

Since most homeowners receive numerous mortgage solicitations, they more than likely have heard same old standard mortgage pitch. So of course we have to adjust the focus of the pitch. We realized that it is not the script that attracts the homeowner or makes them listen to you. Most of the time, the homeowner is subconsciously blocking out what you are saying because they know it is just another call about their mortgage. They are just waiting for the pause in your pitch to politely or impolitely get off of the phone with you. Therefore, we have to enact the concept of easing the homeowner's subconscious into listening to what you have to say. We do this in numerous ways, which are explained below. The entire process is derived of an opening, a hook, and a close.

THE OPENING

The first thing we do is grab their attention. The only way to get the homeowner to listen to the main script is to grab their attention in the first 1.5 seconds of the call. There are a couple ways of doing this; I like to be loud and energetic. When they answer the phone, always use the homeowner's first name so it seems more personal.

"Hello?" -Homeowner

"HI JOHN, HOW ARE YOU?" -You

"Good, who is this?" -Homeowner

At this point, introduce yourself, but say the name of the mortgage company really fast -- this way they have to ask you again who you are.

"This is RAYMOND BARTREAU OVER HERE at ABC Financial." -You

This type of introduction does a couple of things: first, it shows confidence in yourself by saying your full name loudly, and second, it makes the homeowner ask you who you are again.

"Who?" or "Over where?" -Homeowner

We do this because when a person asks a question, it is natural human instinct to listen to the response/answer. We are making them ask a question by saying the name of the company a little faster than the rest of the sentence. THIS IS VERY IMPORTANT!! It draws the homeowner into the conversation. Now they are listening, because they asked a question. Once they ask "Who," we know we have their attention, and we are able to deliver the rest of our pitch.

Let's review the conversation so far.....

"Hello?" -Homeowner

"HI JOHN, HOW ARE YOU?" -You

"Good, who is this?" -Homeowner

"This is RAYMOND BARTREAU OVER HERE at ABC Financial." -You

"Who?" or "Over where?" -Homeowner

THE HOOK

The next step is to show legitimacy to the homeowner. We might have gotten the homeowner's attention, but that does not mean they will believe or listen to us, unless we associate ourselves with their current situation or locality. This can be done many different ways. One option is to use their city or lender or even the public County Recorder's office where they reside. Since our homeowner in this example resides in Las Vegas, we would answer their question like this

"ABC Financial ma'am/sir, here in Las Vegas" -You

Here, we take a very slight pause to let them grasp the fact that we're local or that we have something in common with them. This will immediately ease their mind before we even deliver the main part of the pitch -- the close. Remember, all we have done is introduced ourselves in a way that involved them in the call. We did this by making them ask a question. If they ask a question, they are listening to our answer. The answer puts us close to them in some way so that there is an immediate rapport. This will keep them in the call and prepare them for our close.

THE CLOSE

So after this very slight pause, we want to immediately start our close. Let's back up slightly to see how it works....

"ABC Financial ma'am/sir, here in Las Vegas" - slight pause - " I work with the County Recorder's office and I track mortgage loans here in the county that may have a potential for savings for our local residents. You are on the list for potential savings so what I do is a FREE ANALYSIS to see how much you may actually be able to save." -You

Without any pause at all, start asking them the application questions...

"What is your monthly payment without taxes and insurance included? What is your interest rate? Balance? Etc....." -You

The main thing to remember is that we are closing them down in the rest of the script and immediately transferring them to the mini app sheet. The smoother we make that transition, the more information we will get out of people. Ask the questions like they are expected to answer them. If we act like it is expected, its much harder for them to back out.

Remember that all we are trying to do here is generate general interest. We are not looking for a full application at this point. Take that step back and a much better mini app rate will be achieved.

LET'S REVIEW

Now before we go any further, let's review again what we've done...

"Hello?" -Homeowner

"HI JOHN, HOW ARE YOU?" -You

"Good, who is this?" -Homeowner

"This is RAYMOND BARTREAU OVER HERE at ABC Financial" me

"Who?" or "Over where?" -Homeowner

"ABC Financial ma'am/sir, here in Las Vegas" - slight pause - " I work with the County Recorder's office and I track mortgage loans here in the county that may have a potential for savings for our local residents and you are on the list for potential savings. What I do is a FREE ANALYSIS to see how much you can actually save." -You

And then with **ABSOLUTELY NO** pause at all....

"What is your monthly payment without taxes and insurance included? What is your interest rate? Balance? Etc....." -You

Now we just looked deep inside a very short pitch. What we did was grab their attention with our energy at the beginning, then once we had their attention we introduced ourselves and quickly made them ask us a question, **"Who"** by rushing through the company name. This question from them lets us know that they will be listening to our pitch. After a slight pause, we hit them with the main pitch and mini application questionnaire.

Of course not every call will go perfectly. However, if we stick to our high-energy approach of familiarizing ourselves with the homeowner, we will have the opportunity to deliver more pitches and in turn generate more mini apps. Other things can be used to build rapport with the customer, such as: commenting on the background noise -- listen for animals or kids, television playing, something you recognize; if calling locally, mentioning a main street near your location which the homeowner will recognize and identify with. This may sound elementary, but anything personal or familiar that we can mention will help to involve the homeowner in the conversation, drop their automatic defenses and make them comfortable enough to listen to our pitch. **IT'S ALL ABOUT GETTING THEM TO LISTEN TO THE MAIN PITCH.**

REJECTION AND REBUTTALS

Now that we have developed our introduction and our main pitch, we have to deal with instant rejection. It's a nasty fact of telemarketing that we cannot avoid. We have two choices when we face this resistance. We can give up on the call if it's an obvious dead call -- where they hung up or were very rude. Or we can rebuttal, and continue on with the call until they resist again. I have many different rebuttals that cover almost any situation, but the most common one is simply stating the entire reasoning of the call...

"{clients first name}, I can understand your hesitation, but again let me say that this is a FREE ANALYSIS just to see if we can save you any money, AND we do not run your credit, or ask you for your social. It takes me only a few minutes and there is no obligation on your part" -You

Then go directly back to where we left off in the mini app sheet. It is **VERY IMPORTANT NOT TO PAUSE** when re-entering the mini app after any rebuttal. Just start asking the questions again until the mini app is mostly complete. If they try and back out once more, then I usually let them off and make sure I'm very polite when doing so. By doing this, our aggressive style will not be as aggravating to them after they hang up. "Kill them with kindness."

We are going to run into a lot of rejection, no doubt about it; however, if we stick with this approach, getting through the entire pitch will be much easier. This is a simple numbers game, and the more complete pitches we get through, the more mini apps we can take. The more apps we take, the more loans we will obviously close.

MINI APP

I use the term mini app for a reason. From my experience I have learned not to take full apps on the first call. You might think, "Why the heck not?" Well, it's very simple, it is way too hard to be consistent only pulling full applications. In fact, I think a ton of deals are lost by loan officers that only try to take full apps. The reason is because the homeowner has no idea who you really are. Why on earth would they just give you everything on the first call? You may ask, "What if they are really interested and willing to give full app?" Well if that's the case, then take the full app, but don't try and push for it on the initial call as it will decrease your closing ratio. Once you get the mini app, set them up for the second call by asking them the best time to call back. One mistake that many brokers make after generating a lead is getting off the dialer to work that lead right away. That's the worst thing they could ever do. Think about it, did Michael Jordan come out of the basketball game when he was on fire? Heck no! You get a lead, stay on the dialer and try to stay "on fire." This happens in telemarketing just like anything else. I once got 7 apps in one hour of dialing. It was like every other caller loved me. Always remember that you don't want to stop yourself from getting in the zone.

We have now completed Step 1 - exploring the Opening, Hook, and Close, and the theory behind taking mini apps on the first call. Now we are ready to begin the 2nd step of this lead generation process.

WORKING THE MINI APPLICATION

At this point, we should have a few leads that we have taken using the steps above. Now it is time to work up a general scenario for the homeowner. We will know approximately what they owe, what their balance is, and the amount (if any) of their credit card debt. We will also know what the homeowner thinks his or her credit rating is, because we ask them during the mini application process in Step 1. With this information, we will have a rough idea of how to price out the loan. Do quick pricing with a mainstream online lender to get a ball park idea of what we may be able to do for them, based on the limited information we've been given.

For example...

John Doe
Self employed
Owes 250k
30k credit card debt
650 Credit Score
Home value at 400k

We would add the 250k+ 30K + 8k (approx. closing cost) =288-290k

We then figure out LTV%, keeping in mind that they will more than likely be stated. If the homeowner said they have a 650 FICO, then figure the quote at that score. One of two things can happen....their score is lower and we tell them that they were a little off, or their score is higher than they thought, and we may be able to make more rebate.

Once we have a generic pricing on the general scenario, we can call our potential borrower back. Let them know right away that it's a rough quote.....

"Ok John, now I did speak with a couple of lenders and I got a general idea of what we're looking at. Now you know, without pulling your credit, this quote is just an estimate based on the general info you gave me. If your credit is better than we thought, we may be able to get a better deal than this."

Then give them the quote. Once they confirm that they understand the numbers, try to show them savings or another benefit that the loan might bring them.

We can use anything that would be appealing to the homeowner here – consolidation, savings, lower rate, paying trade lines off to raise credit score, getting cash out, missing their next mortgage payment, or anything else that will benefit them. Remind them again that nothing is set in stone and that it looks **"GOOD"**. If you think about it, you are probably only going to call the leads back that have potential anyhow, so it should look **"GOOD"**. The idea is to get them excited about what we're offering. Once some interest is shown, calmly and confidently ask for an appointment, if they are local, or explain to them that in order to lock that rate we need to pull their credit and make sure that it's as good or better than they may have thought....

"Now John, this is a solid rate and payment for you. I would like to at least lock it while you sleep on it. By locking the rate you're not obligated to do the loan, but if you choose to do the loan this will be the deal, as long as the numbers you gave me are pretty close. The next step is to take a closer look into the scenario. We pull comps to find out your home's value as well as take a glance at your credit to verify your score. If your score comes in higher than initially expected the better the deal will get. Can you verify your full address again for the value comp? It's free. OK, and your social? Birth date?"

This is the best way to ease into asking for the rest of the credit pull info. We can get straight to the point if they are really interested. Remember that this approach is used on the follow up call to a homeowner after the first call where we generated a very general interest in improving their scenario.. We don't want to sound too pushy, but we definitely want to try and get the social and birth date on the second call.

CONCLUSION

Once we have the applications, the rest of the job gets a lot more fun. If you can consistently get 3-5 people per day or more on each station of your dialer you have a potential of 5-8 loans per month per phone rep. I have been doing it for over 5 years now and my reps average 6-7 leads per 8 hour shift. Let's be conservative and say that you can get 4 leads per day on average per telemarketer. That is 20 leads per week and 75-80 leads per month. If you close 10% (again conservative), you will be right there at 6-8 deals per month per rep. This system is one of the best ways to guarantee the amount of business you will write every month.

FREQUENTLY ASKED QUESTIONS

Question: What if they are willing to give full app on first call?

Answer: Take the App. Even though our overall approach is to create general interest first, we certainly want to take advantage if they are willing to go ahead with the whole thing right away. Just don't try to exclusively generate full apps and there will be more deals to work up.

Question: What happens when we go to call them back and we can't get a hold of them ever again?

Answer: This is the nature of this beast. Bottom line is this...the more mini apps we work up, the more we will have to follow up on, and the more we will close. I would guesstimate that about 10%-15% of the leads will be lost due to no-contact. It's all a numbers game. If we are consistently working scenarios, then the ones we lose won't even matter because we're so busy working new deals every day.

Also, take a look at the flip side of that question.....what if we took only one full app per day because we pushed too hard to only get full applications? Then we work that one lead up and can't get in touch with them the next day or can't do the deal. What then? We would now be burnt with nothing else to work on for the rest of that day. This puts some people against the wall. I suggest keeping yourself busy by generating 'general information' with very little pressure.

Question: What if they change their minds because it took us a day to get back in touch with them?

Answer: Again it's a numbers game. This will happen in this business no matter if we take a full app or not on the first call. The bottom line is again that the more people will let us quote a general scenario for them, the more loans we will be able to process and close.

If you have any more questions about the "2-Step Lead Generation Process", you can email Raymond Bartreau at raymond@bestratereferrals.com or call 800-811-1402.