

Optimize Every Lead

Generating a lead is different than optimizing it; first you have to find it, then you have to be intentional about tracking and serving it.

3 steps:

① CAPTURE AND SECURE THE LEAD

- a. Your interactions should be relational, informational and transformational.
 - Relational – be mentally present and engaged in the conversation; be excited about the opportunity to provide great service.
 - Informational – make sure to get and give information.
 - Give enough information to get them excited and hold back the rest.
 - And don't forget to ask them for their name, address and phone number.
 - Transformational

② QUALIFY AND RATE (RANK) THE LEAD

- a. Know where your lead stands so you know what kind of time and attention to give them.
- b. Are they ready buyers or a viable referral source (not serious about buying)?
- c. For new buyer leads ask them:
 - When would you like to be in your new home? [gives you timeframe]
 - Do you need to sell before you buy?
 - How long have you been looking? [shows how serious they are]

③ ADVANCE THE LEAD

- a. Almost all leads require work to keep in contact and keep moving them forward.
- b. Write notes, do Pop-Bys and make calls to offer consistent service and follow up continually.
- c. Ask the client: *"What's our next step?" "What would you like to do from here?"*

