



4 Key Activities

To Boost Your Team's Lead Conversion NOW



Top Expired/FSBO
Listing Agent in My
Market

650 Transactions
across 30 Agents
Over 5MM GCI

Enable New
Agents/ISAs to do
60 Transactions in
Year 1

About Me

Current:

Author

Speaker

Founder of Smart Inside Sales

Creator of Conversion University

Coach/Trainer to top teams

Experience:

Built #2 Team in Philadelphia

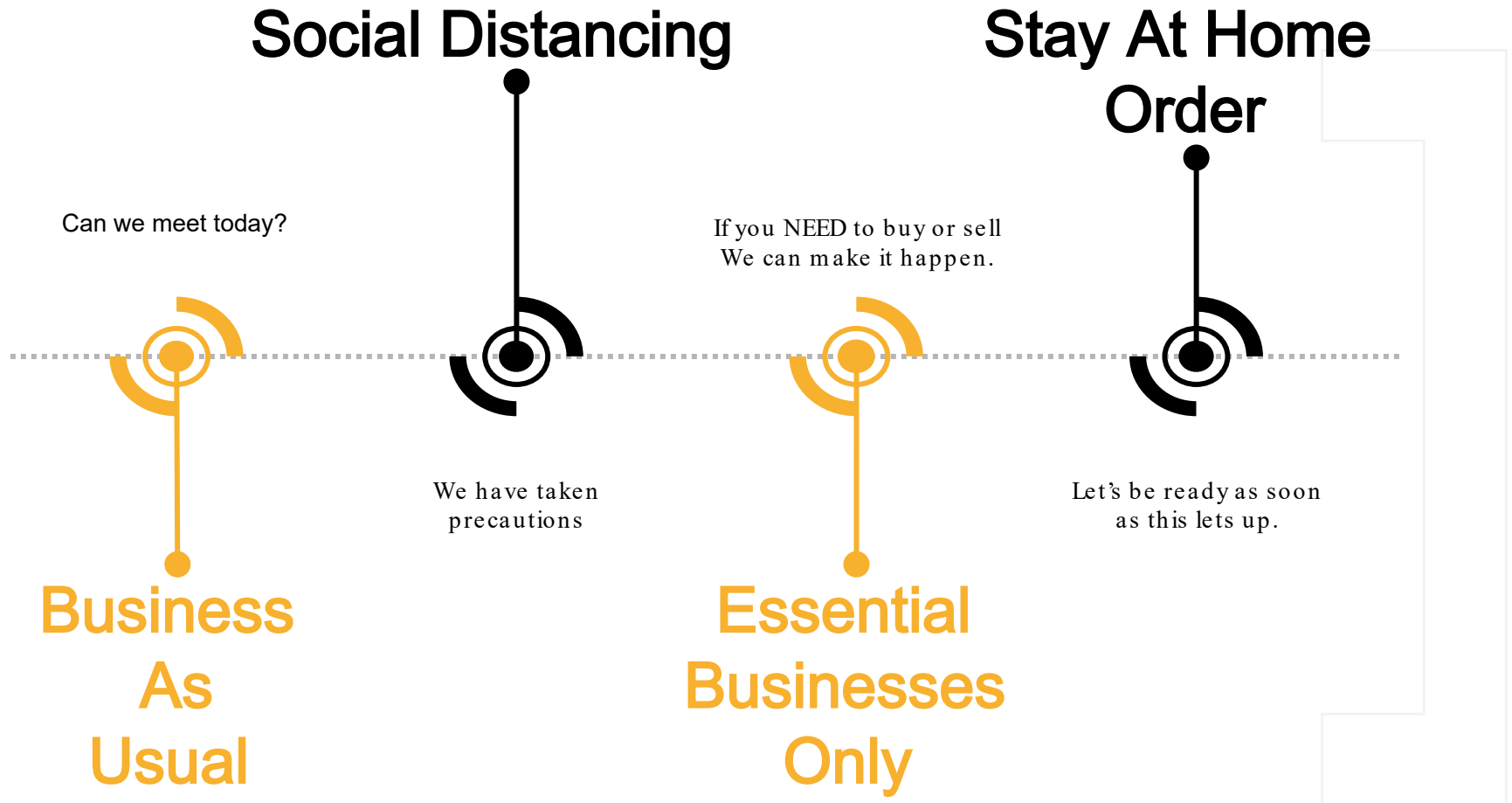
Top 5 KW Mega Team

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C.U.
CONVERSION
— UNIVERSITY —
★ ★ ★ ★ ★

Respond Based On Market



4 Key Activities

- 1 Find good news daily
share on social, email, text etc.
- 2 Know what resources/services are available
in your community
- 3 Find 1 person who **NEEDS** to buy or sell
now/soon
- 4 Find 5 people who will buy/sell when
restrictions relax

Empathy & Community Connector

Hi, I'm checking in to see how you and your family are making it through this.

Response

My company is shifting gears into more of a “community connector” role. We know there are many resources and services available for those in need.

Do you or your family need any help or do you know anyone who does?

No

Please feel free to reach out to us if you do or find someone who does.

Optional: do business discovery if not known

Discovery Strategies

Quick Outline

Do you currently live in the area/neighborhood/city?

When this all calms down and the market gets back to normal would you consider buying/selling?

If there were anything you would want different in your next home, what would it be?

NOW, SOONER OR LOGICAL NEXT STEP

Discovery

5WH WHO•WHERE•WHEN•WHY
WHAT•HOW MUCH

Resistance

MAKE THEM
RIGHT
NO MATTER WHAT

FOLLOW
THE
NO

P.P.O.
PERSPECTIVE
PROCESS
OUTCOME

Value

SELL
WHAT THEY ARE
BUYING

OFFER
MORE•BETTER•CHEAPER
FASTER•EASIER

CLOSE!

Logical Next Step

Example

The market is shifting weekly at this point.

My team and I monitor the market on a daily basis so we can help our clients know when the time is right to get in. When the market comes back, those who take action first will get the best deal.

Why don't I follow up with you in a week and let you know where the real estate market is at.

That way I can keep you up to date so you can decide when the best time to move forward is so you can get the (best deal/right house/Highest sale price) or so we can just make a better plan for the future.

Logical Next Step

Quick Outline

Market situation changing every 1 -2 weeks

Market study daily

Follow up

Why follow up

Result/Benefit to them

Text & Emails To Add/Supplement

“Hey (name) I know things are crazy right now in our market. Some buyers and sellers NEED to make a move, and they can, the rest are waiting to see what happens, which camp would you be in?”

“How are you and your family making it through this? We are focusing on being community connectors and connecting resources and services with those who need them. Do you or anyone you know need anything at the moment?”

“Did you know (resource) is available for (people in need) to (help it provides)? Are you free to connect now?”

“I know you may be waiting to see how things go, would you like me to let you know when the market shifts and it becomes a great time to get a deal/Sell for top dollar?”

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