SHIFT TACTIC 5: LEAD CAPTURE AND CONVERSION

GET TO THE TABLE – THE ONE THAT MATTERS

Notices

Note: When calling or emailing prospective customers, comply with federal and state Do Not Call (DNC) and spam laws and the policies of your local Market Center.

Acknowledgments

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Perspective

"Leads don't matter if they don't turn into business"
– Gary Keller

Win the Battle

Your lead capture and conversion systems work in conjunction with your lead generation efforts to turn leads into business. You need both systems. Lead capture and conversion is the ongoing process of managing leads, captured through prospecting and/or marketing, systematically and strategically toward closed transactions.

Why is lead capture and conversion an important issue in a market that has shifted? The mood of the market has changed—there is less of a frenzy to hurry up and buy or sell. Ultimately, there are fewer motivated buyers, which translates to fewer leads coming in, fewer showings of homes, and fewer closed sales.

The fewer leads you have, the more seriously you have to treat each one, especially the good leads. Your system for capturing quality leads must be strong, and your rate of converting leads to closed transactions must go up. It's not enough to get to the table with a prospective buyer or seller; you must be prepared and determined to get the agreement right then and there. There's no time to waste and there's no time like the present.

Gary Keller explains that there are really two battles:

1. Getting to the table
2. Getting the listing or buyer's agreement

If you win the first battle, you'll likely win the second. However, if you don't win the first battle, you can never win the second. This guide helps you win the first battle—getting to the table so you have a chance to get the business.

The Importance of Conversion

"Careful attention to tracking and lead conversion is one of the core disciplines of the Millionaire Real Estate Agent"

– The Millionaire Real Estate Agent

TRUTH

When leads are plentiful (seller's market), a low conversion rate can still produce a large number of sales.

TRUTH

When the volume of leads is down (buyer's market), a low conversion rate will produce a small number of sales.

A low conversion rate may have been acceptable in a sellers' market. The amount of transactions generated with minimal effort could satisfy production goals and get the bills paid. However, a low conversion rate in a buyers' market is something that should be examined and improved. Agents who struggle with conversion are more at risk in a market with decreased transactions. In a down market you must be more skilled with your lead conversion. You must produce more results from a smaller supply of leads in order to stay in business

RESOURCE

There are other Keller Williams University courses that teach you how to convert appointments to signed agreements and agreements to closings. See Keller Williams University courses *Lead Generation 36:12:3 Power Session 10: Lead Conversion.*

Markets that Tests Your Skills

A shifted market exposes agents' conversion rates. It tests your systems and your resolve to stay in the business of real estate. In addition to perfecting your conversion skill and upping your conversion rate, during a shifted market you should pay careful attention to some critical skill sets:

1. **Your skill at capturing leads.**

   If you struggled with capturing motivated leads, or were just letting the momentum of a sellers' market bring people to you and make decisions for you, then a shifted market has exposed your weakness, and it's time to improve your system of capturing leads from your lead generation efforts.

2. **Your skill at connecting with leads.**

   You must have the focus to respond to leads quickly, ask great questions to find out what they need, and know enough about the market to provide solutions.

3. **Your skill at cultivating leads.**

   You must have the commitment and desire to cultivate relationships with your leads by providing consistent value for a lifetime, along with systems to help you accomplish this efficiently.

4. **Your skill at holding your team accountable to be as skilled as you at capturing, connecting, cultivating, and converting leads.**

   If you have an assistant, or someone who works with you—a showing assistant, a buyer's specialist, a listing specialist, or a lead coordinator—whose job is to convert motivated leads to business, and if their ability is not at par with yours, you must either take back the job, or train them and hold them accountable.

This guide will help you master these skills.

This guide will give you hope.

Be Prepared

First, as any good Boy or Girl Scout knows, be prepared! This is the mantra for everything you do in your business and it's worth a reminder. To master the skills you need to capture and convert leads, by winning the confidence and respect of buyers and sellers, you must know what to say at all times. The only way to be prepared—and all the top agents know this—is to study and practice forever! Here are some things you can do:

- **Scripts**—gather good ones, write down, and practice daily
- **Role-plays**—get with others to practice every objection and situation
- **Behavioral Styles**—study the most common behavioral types and learn to communicate to each.

RESOURCE

For more scripts, refer to the Keller Williams University course IGNITE, MREA Masters series, and *MREA Scripts Catalog*..

For More information on behavioral styles, see Career Visioning on KWConnect.com

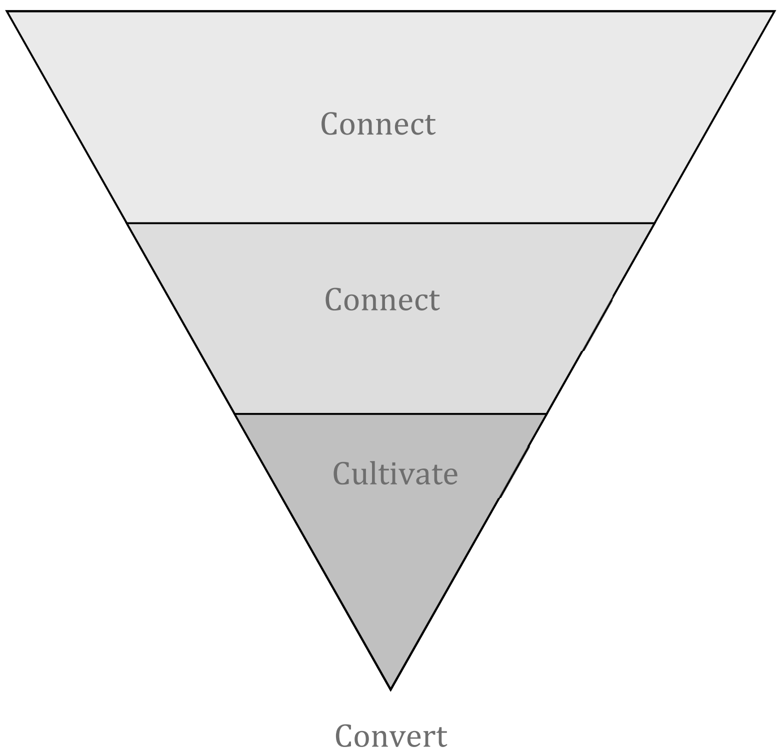
What does it take?

Robert Coalla of Weston, Florida, know that scripts have to be legitimate and "they must sound sincere because you only have a brief moment to capture and interact with the person on the phone." He admits that he's really good at engaging the person, asking great questions, and finding out if they're going to open up to him. He says it's a skill that comes from practice and it takes focus.

The Four-Step Process

The process of lead capture and conversion is actually fourfold.

1. **Capture**—acquire leads from your prospecting and marketing activities, and record them in your database
2. **Connect**—have a two-way conversation to assess their needs and motivation
3. **Cultivate—**stay in a relationship with them
4. **Convert—**get them to the table



Let's explore the skills you must master—capturing, connecting, cultivating, and converting leads …

Notes

Getting the Most Out of This Experience

You have begun an exciting journey toward ramping up your business. What kind of student will you be in this class?

The Prisoner *Has to be there, doesn't want to be there, and doesn't know why they're there.*	**The Vacationer** *A day in training is better than a day on the job.*	**The Explorer** *Excited and curious about the new knowledge, skills, and tools they will discover in class.*
Doesn't engage	**Spends as much time chatting as listening**	**Listens attentively, then participates fully in discussions and exercises**
Spends class time catching up on their emails	**There to have fun—distracts the class with irrelevant comments**	**Asks meaningful questions and contributes compelling aha's**
Escapes by spending time in the hall on their phone	**Returns late from break and lunch**	**Arrives to class on time and returns promptly from breaks**
Holds on to limiting beliefs	**Not purposeful in their learning goals**	**Adopts a posture of acceptance**
Multi-tasks on their computer by working on side projects	**OMG! Spends the day on their smartphone, texting and checking Facebook**	**Takes notes in their manual for future reference**
Picks fights with trainer or other participants if they don't agree	**Isn't paying attention**	**Respects the different learning styles and opinions of others**

Hopefully you picked "The Explorer!"

Notes

Step 1: Capture

Capturing is the act of acquiring names and minimal contact information of potential buyers and sellers who come to you as a result of your lead generation activities—allowing you to grow your database. To master this process, you'll have to decide who you want to capture, and what methods and systems you'll use to record and start acting on your leads.

Who Do You Want to Capture?

Stop for a moment and think about who you want to capture. Instead of being all things to all consumers, consider your Unique Selling Proposition and who it best applies to. Also consider the buying and selling trends present in your market. In other words, where do you want to put most of your effort to get your greatest return?

When you know who you want to capture, target your prospecting and marketing to find and attract the most motivated buyers and sellers that fit the profile of your preferred customer.

> *"You want to be actively working with buyers who will buy within a week."*
>
> *– Rick and Teri Brenkus*
> *Las Vegas, Nevada*

The leads that will get you to closed transactions the quickest are the ones that are motivated—ready, willing, and able. And many agents know the value of attracting and working with these types of leads. If agents had a choice, all their captured leads would be ready, willing, and able!

To attract these types of buyers and sellers, you will need to make offers they can't refuse. Every piece of marketing, including signs, fliers, business cards, newsletters, and postcards, should include enticing offers that address today's needs of buyers and sellers.

"For me, a lead is someone who is ready, willing, and able to do business now."

– Gary Keller

Find the Motivated	
Ready	They have a reason or motivation to move NOW.
Willing	They are agreeable to do what it takes to move NOW.
Able	They have the means to go through with the transaction—they are pre-approved to buy, or they can afford to sell NOW.

RESOURCE

For more on making direct response offers targeted to motivated buyers and sellers, see *SHIFT TACTIC 4: Upshifting Your Lead Generation* on KWConnect.com

Now, Future, Never

Unfortunately, not every lead you capture is ready, willing, and able to buy or sell now. Captured contacts actually fall into three categories:

1. **Now—**buyer or seller who is ready, willing, and able now.
2. **Future—**people who will buy or sell sometime in the future when conditions are right.
3. **Never—**those people you can't get in touch with, or who ask you not to contact them.

While your goal, especially in a shifted market, is to find the *now* leads, the bulk of the leads that you capture should end up in the *future* category. That is, buyers and sellers who may want to buy or sell, but for varying reasons, are not ready, willing, or able at this moment.

Do you discard or neglect these leads? Of course not! As Martin Bouma, of Ann Arbor, Michigan, says, "Every lead is treated like a diamond." You want to add each lead to your database and put them on an appropriate follow-up action plan.

Who Do You Want to Capture?

Methods of Capture

What methods are you using to get your offers out, generate interest, and capture leads? For Sale Signs on Listings

- IVR 800 Number
- Sunday Paper
- Magazines
- Open Houses
- Fliers
- Newsletters
- Postcards
- Calling
  - FSBOs
  - Expired Listings
  - Database

How have you systematized the capture of leads?

When people drive by a house they like and call the 800 number displayed on the sign, they get a recorded message telling them details about the property. Some agents will leave out one critical piece of information—the price. If people really want to know the price, they are motivated to then press zero to speak to an agent immediately. Agents are manning the phones Monday through Friday from 8:00 a.m. to 8:00 p.m., and Saturday and Sunday from 9:00 a.m. to 6:00 p.m. Half of the callers press zero to speak to someone immediately.

If the caller does not press zero, their phone number is routed to an agent who calls them back three times in three minutes, leaving a message after the third try. When the agent reaches the prospect, they follow a structured lead sheet of questions with the end goal of getting an appointment with them as soon as possible.

Sharing your agent-branded KW App?

1. Get the Keller Williams Real Estate app from Apple App Store or Google Play Store.
2. In the app, use "Agent Search" to find and select your name.
3. Toggle "Make this my agent" button to "Yes"
4. Use "Share App" to share with your contacts!

Find More on KWConnect.com

Phone Calls

Answering your phone is your first point of capture. So make a good impression.

- Answer quickly.
- Speak warmly, with confidence and enthusiasm.

SCRIPT:

> Hello, __________ (name of prospect). Thank you for calling/inquiring about ___________ property. My name is __________ (your name).
>
> How can I help you?
>
> How did you hear about me?

TIP

Many agents recommend holding off asking for the caller's name until near the end of the conversation when the caller may be more comfortable relaying their contact information.

Voice Mail

There are times when you simply can't answer the phone and you must rely on voice mail. You may be on another call or at an appointment, or it may be after hours. Explore phone systems that can email you immediately any voice mail messages left for you.

Systematize Your Capture

You must have a system for “filing” (capturing) the important bits of information on each lead. It doesn’t matter what system you use—just that you have a system. There are paper-based (offline) systems and computer-based (online) systems to help you file and keep track of information. Here are some examples of database systems that agents use. This is not a comprehensive list of all your options

Offline Capturing

- Lead Log
- Card File
- Calendar/Daily Planner

Online Capturing

- software such as eEDGE
- Microsoft Outlook

Capture All Leads in Your Database

Again, the important thing is to file, or capture, ALL leads. The *future* leads, if communicated to over time with proven action plans like the 8 x 8 and 33 Touch, will eventually become ready, willing, and able to buy or sell. Your mission is to stay in touch and remain top of mind with them by providing valuable real estate information consistently over time. You may end up capturing leads that end up in the *never* category and when this happens, you can flag them so they won’t be contacted and eventually remove them from your database.

Think about all the ways you receive leads. When you are phone prospecting, most likely you have a lead sheet in front of you, or a contact management software program running on a computer monitor in front on you, and you can immediately enter the lead's name, phone number, and other pertinent information. Many times, though, leads don't come to you at convenient times:

- A phone call while you're driving your car or at an appointment
- A casual conversation at a coffee shop yields a business card from a prospect
- During a school board meeting, a person finds out you're in real estate and hands you a scrap of paper with name and phone number scrawled on it
- An email pops up on your smart phone
- A friend tells you about someone who may need your services (referral)

Make sure you have methods in place to capture each and every lead in your database. Every lead has the potential to become a closed transaction and potentially a customer for life, and should be handled with care and responded to quickly.

RESOURCE

For more information on action plans (8 x 8 and 33 Touch) see *Lead Generation 36:12:3, Power Session 4: Leveraging a Powerful Contact Database* and *Lead Generation 36:12:3, Power Session 5: Working with Mets.*

Your Capture System

Describe your current capture system?

____

____

How do you categorize your leads?

____

____

What improvements can you make to your capture system?

____

____

Step 2: Connect

Often, you connect with a person at the same moment you capture them—for example when you receive a phone call from them. Other times, you acquire a lead and then you must make the connection with them. This could be by phone, in person, or by email. You want to begin to develop rapport and engender a relationship of respect by asking smart questions, and offering solutions to their questions and concerns. This should be a two-way conversation with the focus always on them. Your goal is to get enough information to determine their urgency, prioritize the lead, and formulate a follow-up plan.

Speed Counts

Regardless of how leads come to you, they expect a quick response, and you only have a minute or two to make a positive impression. People who are actively shopping for houses to buy or agents to help them sell come across your name in a variety of ways. Likewise, they are coming across other agents. They will, more often than not, award their business to the agent who is timely, responsive, and able to meet their needs.

Sometimes a buyer driving by a house for sale calls in and wants to see it right away without coming in for a consultative appointment. If you choose to show the home, take the right mindset and all your material—other listings and an agreement—as if it were an appointment (which it is!). When you receive a call to "pop" out to a listing, consider working to convince the lead to come into the office instead.

SCRIPT:

> Anyone can open a door for you. I preview more than 200 homes a month. I know the market better than anyone, and I would absolutely love to take care of you. We would love for you to come into the office to educate you about the whole home buying process. Then let's figure out your needs, pull up several properties that meet your requirements, and take a look at quite a few properties so we can use your time wisely. How does that sound?

Reason for the Conversation

The prime goal of connecting is to have a two-way conversation to determine the consumer's urgency and motivation. Be sure to LISTEN.

1. Identify the motivated—assess motivation, readiness, willingness, and ability to buy or sell.
2. Set an appointment—especially with the motivated.
3. Provide custom answers to consumer's needs—market to those needs.
4. Build purposeful business relationships—especially with the motivated.
5. Move buyers to pre-approval.
6. Begin action plans—for the non-urgent inquiries.

Communicate in Person

Relationships are born and reinforced by conversation. People connect quickly if there is a sense of genuine caring and concern. There's no better way to start a relationship than face-to-face. Second best is with a phone call. And least powerful is a relationship built online or in an email. In fact, it is easy for people to ignore or turn down your emails.

Remember though, it takes practice to develop the skill of building rapport with someone you've never met.

"The conversation is the relationship."

– Susan Scott
Author, Fierce Conversations

Ask Smart Questions

You want to ask questions to quickly determine if the lead is ready, willing, and able to do business now. Some agents address inquiries with a structured, six-question call. They fill out the lead sheet—a fill-in-the-blanks form with questions to ask—as they talk with the lead. The six questions are designed to elicit the following categories of information.

Buyer Questions		
1.	Motivation	"So you're looking to buy a home?" "How soon do you need to be in a new home?"
2.	Features	"Describe for me your perfect home." "How many bedrooms do you need?"
3.	Price	"What price range do you have in mind?"
4.	Agent	"How have you been seeing homes?" "Have you already signed an agreement with another agent?"
5.	Financing	"Out of curiosity, are you going to be paying cash or will you get a loan?" "Have you spoken with a lender?"
6.	Contact Info	"My name is ______. What's your name?" "When I find a great home, what's the best way to contact you?"

TIP

Keep blank lead sheets with you at all times – at your desk, in your car, and in your briefcase.

RESOURCE

For more information on lead sheets and questions to ask both buyers and sellers, see *Lead Generation 36:12:3, Power Session 10: Lead Conversion.*

Sample Questions for Buyers

- What are you looking for in your dream home?
- What happens if you can't find a house to buy?
- Have you seen any houses you like?
- What areas are you interested in?
- What's prompting your move?
- When do you want to be in your new home?
- Do you own the place where you are living now?
- How have you been searching?
- How long have you been looking?
- What is your time frame to move?
- Have you talked with a real estate agent about selling your current home?
- Are you preapproved with a lender?
- What price range do you have in mind?

Sample Questions for Sellers

- How did you happen to hear about my services?
- What is the address of your home? (If they are asking for a CMA.)
- What's prompting you to move?
- What is your time frame to move?
- When do you have to or want to be out of your house?
- Are you working with an agent?
- Are you interviewing other agents?
- How much do you think your home is worth?
- Tell me about your house.

Listen

Remember to keep the conversation focused on them. You do this by asking questions and then listening. Don't forget to listen! Listening is essential for establishing rapport. When you demonstrate that you have heard their concerns and needs by repeating back what they said, you communicate an interest in them. Listening is one of the most important things you do as a real estate agent.

Ask for the Appointment!

Don't end your conversation without asking for an appointment. This should be obvious, but many people avoid this critical ending to every conversation. For each person you ask, you have a fifty–fifty chance that they'll respond "yes." If you fail to ask, it's a "no." The following example scripts for buyers are from Dianna Kokoszka, CEO of KW MAPS Coaching at KWRI, and are almost guaranteed to get you an appointment.

TIP

Focus all of your conversation, and especially your questions, on the needs of the buyer/seller.

SCRIPT:

All we need to do now, to help you get what you want in the time you want it, is to meet. Would today at ____________ or tomorrow __________ work for you?

Here's what we should do next. The best way I can help you is for you to come into my office, so I can make you aware of the entire home buying process so you'll k know what to expect. Let me ask, can you meet today at _______ or would tomorrow at _______ be better?

Most people decide to come into my office at this point, so we can go over your exact needs and begin looking for your home immediately. When would be a good time to meet?

Enter Details into Your Database

You've connected with the person, asked questions, and decided whether they are a *now, future,* or *never* lead. You've garnered a lot of information from the questions you've asked, and now you are ready to take action. First, enter all the information you've gathered into your database. Be sure to include the date and time of the contact, along with all the data from your lead sheet. At this point, you will either

1. Work with them now to buy or sell.
2. Put them on an action plan as a follow-up.

The action plan you put them on is the critical step to cultivate the relationship and work toward future business.

RESOURCE

For more information on working with your database, refer to Keller Williams University course manuals, *Your Business Is Your Database* and *Lead Generation 36:12:3, Power Session 4: Leveraging a Powerful Contact Database.*

STOP & Think

Your Connect System

Describe your current system for connecting with leads.

____

____

What improvements can you make?

____

____

Step 3: Cultivate

You've captured the lead, you've connected with them, and you've placed their contact information in your database, along with the answers to all the questions you've asked. You've categorized them by some method as *now*, *future*, or *never*, and you're actively working with the *now* leads. Now what? All of your *future* leads must be cultivated—fed, watered, and shined on—until they become *now* leads that are ready to conduct business.

Here's a picture of what can go wrong if you don't have a good cultivation system in place. During research for *The Millionaire Real Estate Agent*, one agent told Gary that she didn't have time to follow up on all the leads that were coming in. She said she had a stack of notes and lead sheets on her desk filled with names of people who had called. Gary suggested that she imagine those stacks as piles of money that were burning. It was her money in those piles, and she had just lit them with a match! Untended leads are money left to burn on your desk. Don't let this happen to you! If visualizing burning money doesn't help, consider the benefits of cultivating your leads.

Benefits of Cultivating

1. Cement relationship through action plans.
2. Maintain top-of-mind status.
3. Provide continuous value.
4. Prioritize communication related to state of motivation.
5. Increase opportunity to convert to appointment.

Action Plans

It's not who you know that matters. It's who knows you and *remembers* you when it comes time for them to seek help with a real estate matter. To keep top-of-mind status, you must touch your database on a regular and consistent basis, forever. This is the process of cultivating the relationship and action plans are the systems for consistently touching the people in your database. Two great action plans are the 8 x 8 and 33 Touch described in many Keller Williams University courses.

- 8 x 8—Eight touches in eight weeks
- 33 Touch—Thirty-three touches in one year

RESOURCE

For more information on working with your database, refer to Keller Williams University course manuals, *Lead Generation 36:12:3, Power Session 4: Leveraging a Powerful Contact Database* and *Lead Generation 36:12:3, Power Session 5: Working with Mets.* .

Ask for the Appointment!

At every step of the lead capture and conversion process, you should remember to ask for the appointment. When you call to follow up, or cultivate the relationship, reassess their motivation and then ask if they're ready to meet with you to get the ball rolling.

The following examples are from Dianna Kokoszka of KW MAPS Coaching at KWRI, and are almost guaranteed to get you an appointment.

SCRIPT:

> I am curious if you are ready to move forward with buying your home.
>
> Let me ask you, on a scale from 1 – 10, 10 being you want to buy now, and 1 being you want to buy in six months, where would you rate yourself? And what would make it a 10?

Update Your Database

Make notes in your database about every contact you've had with your lead. Enter any updates to contact information or any change of status—change in work, marriage, divorce, new baby, etc. Don't forget that your business is your database, and that information is power. Good and thorough notes will pay off in a great way in the end. A database, or CMS, used smartly, can be better than a right-hand helper!

RESOURCE

For more information on working with your database, refer to Keller Williams University course manual *Lead Generation 36:12:3, Power Session 4: Leveraging a Powerful Contact Database.*

Your Cultivation System

Describe your current system for cultivating leads.

What action plans are you using? How often are you touching your leads?

Are you anticipating the changing needs of your leads and contacting them proactively?

What improvements can you make?

Notes

Step 4: Convert

Conversion Takes Skill

Lead conversion means getting to the table. It's the culmination of your lead generation, capture, connect, cultivation, and conversion skill that gets you an appointment with the lead. Lead conversion takes a high degree of competence which comes from experience, a professional demeanor, and being prepared. To be truly competent and excel at conversion, agents have to

- Know the market, local and national.
- Be data oriented and numbers-driven.
- Have great communication skills—know what to say, and how to counter objections.
- Have great sales and persuasive skills—be articulate and confident.
- Preview properties—know what's for sale, what sold, and at what price.

Great agents know that if they make contact with a motivated lead, it's theirs. There's no doubt in their mind about their ability to persuade, engender trust, and gain the lead as a customer. Their experience, knowledge, and confidence are what make them successful.

Conversion Rates

A shifting market exposes agents' conversion rates—that is, the importance of a good conversion rate. Great agents track their conversion rates because they want to know how their efforts are paying off. This gives them a platform from which to improve, regardless of the market.

All agents should track their conversion rates, both solo agents and those on teams. There are some variations on how conversion rates are calculated. Some base the rate on the total number of leads they have (*nows* and *futures*). Others calculate the rate based on the number of *futures* in their database that they've been cultivating. Some agents use a conversion rate that describes how many agreements they get from appointments. The important thing is that they track it.

How's your conversion in Tallahassee, Florida?

The Rivers Team found that the formula spelled out in *The Millionaire Real Estate Agent* worked well for their team. Gene Rivers reported, "The formula worked for us. We needed to speak to twenty-four distinct consumers for every deal we hoped to get. We found that the closer we can got to that ratio, the more likely we were going to get our appointments." Gene and Rebekah Rivers reported that during the last major national market shift, they converted about 10 out of every 20–25 calls they made to past clients and their Met database.

How's your conversion in Flower Mound, Texas?

During the shift of late 2006 to 2013, Kurt and Darla Buehler were in a market that went suddenly into decline. "We were at 200 showings a week on properties, and it went down to anywhere from 80 to 110 in a week." But Kurt and Darla were serious about going after leads. Darla points out, "what's strange was that market-share wise, we had a bigger percentage of market share than what we had the previous year. We're less at bats, but Kurt got a higher percentage of the appointments. His percentage went up."

Don’t Lose Any Leads

You now know that lead follow-up and conversion requires the greatest level of skill. Yet in good times this task often gets handed off to members of teams. In more turbulent times, where every lead is precious, many top agents with teams have realized that they need to return to the role of lead converter because it is so critical to their business. They know they can’t afford to “mess up” and lose even one lead.

TIP

Get Back to Your Mets

Jenny Wemert, of Orlando, Florida, realized she was neglecting her database, and was not converting her Mets. These were potential leads that she was not benefiting, from – basically discarded leads. She got on the phone, reconnected with the people in her database, and asked for referrals, and began seeing results from her efforts.

Rebekah Rivers returned to calling her database as well. She called between 20 – 25 people a day and had around 10 meaningful conversations of up to five minutes. She admitted, “Part of my challenge is a lot of people I’m contacting are old contacts, some people I haven’t talked with in twelve years. I’m getting back into relationships with my past clients, my sellers, and my Mets, and asking for their business referral, and getting leads and appointments from them. Don’t forget the people in your database!.

Get to the Table—the Right Table

One of the biggest differences between a highly competent agent and one who is less skilled is the ability to recognize the difference between real leads and leads that are simply a waste of your time. Lots of interested people come across an agent's name because of their marketing efforts, word-of-mouth referrals, open houses, active prospecting, or their website. They may request something from you—a showing of a home, market information, a Comparative Market Analysis (CMA), a free report, or an MLS search. It's up to you to determine if they are a real *lead*.

With fewer leads and more agents competing for them, you must only get to the table with the most motivated of leads. There will be some leads that just aren't ready for the table. In this market, there's no room for error, and no time to waste.

Reasons Why They're Not Right

Sellers

- Not motivated to price correctly
- Not motivated to get the property in good selling condition
- No urgency to get out of the house

Buyers

- Aren't ready financially
- Need to sell a house
- Lack motivation
- Aren't sure of buying
- Can't make a decision

Ask for the Business!

You've been asking for the appointment at each step in the lead capture and conversion process. By the time you get the right customer at the right table, it's imperative to ask for the business and seal the deal. The language you use should be strong and to the point. It's not a time to be wishy-washy or vague about your intention. Here are some scripts to help you get the agreement. Several of these come from Dianna Kokoszka, CEO of KW MAPS coaching at KWRI in Austin, Texas.

SCRIPT:

> **Sellers**
>
> Would you like me to handle the sale for you?
>
> Would you like for me to get your home sold?
>
> Let's get started. Where should I put the sign?
>
> I was talking to my title representative and were you aware that in a shifted market 10% of the sales don't close or don't close on time/ My statistics show that my properties close and close on time, and what's why people choose me. Do you want me to help you get your property sold?

SCRIPT:

> **Buyers**
>
> Would you like me to help you find your dream home?
>
> Are you ready to make an agreement now?
>
> As a buyer in this market, the agent you retain really matters, because you want to find not only a home you like, but one that is a safe investment.
>
> Buying in this market is a great idea, and with the right advice and someone finding you the best buy, you can find a home and get moved in right away. Would you like my help?

Notes

Track, Review, Improve

You must have systems in place to track your numbers, so you know how well you're meeting your goals. This guide has focused on the conversion process to the appointment. However, many agents track this and other levels of conversion:

- Leads to appointments
- Appointment to signed agreements
- Agreements to closed transactions

Do what it takes to put focus on this important part of your business. Track your results daily, weekly, monthly, and yearly. Review them regularly and make adjustments quickly. In a shifted market, you don't have the luxury of waiting. You must make improvements as soon as needed.

Remember: The first step to your numbers improving is to TRACK them!

Your Tracking System

Do you track your conversion rate? If so, what is it based on?

____

____

What improvements can be made to your conversion systems or your tracking systems?

____

Notes

The Bottom Line

You now know the importance of each step of lead capture, connect, cultivate, and convert. You either have, or will soon have, great systems to help you manage each and every lead you receive all the way to a closed transaction. Remember these key points:

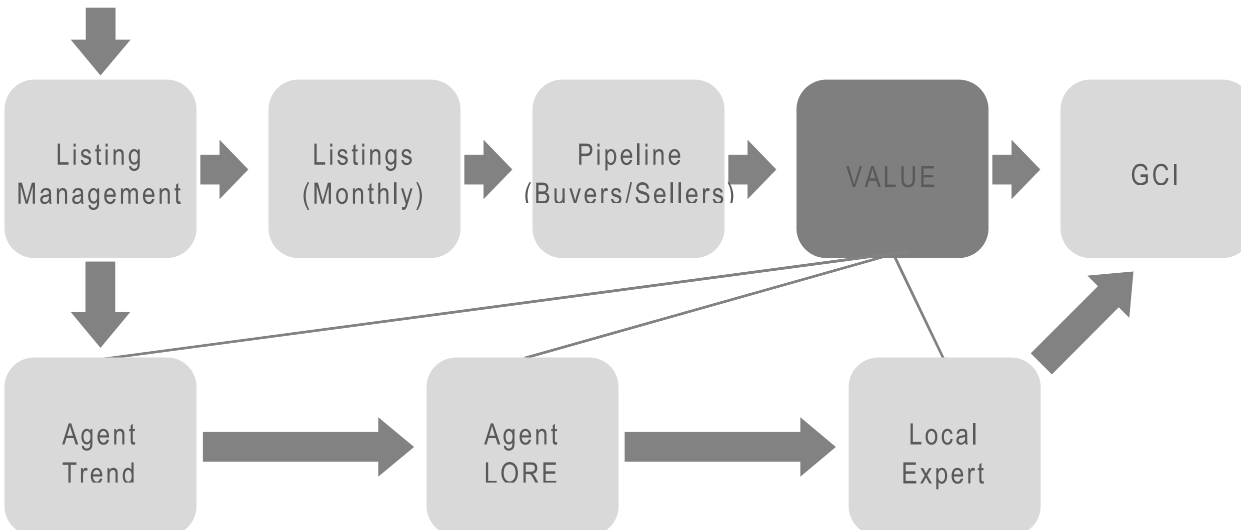
- Every lead has the potential to turn into business.
- Treat every lead as precious.
- Find out which leads are ready, willing, and able.
- Cultivate all other leads until they are ready, willing, and able.
- Use your sales ability and knowledge of the market to move people from inquiry to lead to closed transaction.
- Ask for the appointment.

Leads don't matter if they don't turn into appointments.

Set up, or improve, your systems for lead capture and conversion today!

Career Growth Initiative Power Tools:

The tools of the Career Growth Initiative are a synergistic system that fuel the Four Conversations with evidence.



Vision Tools

- **Listing Management:** A yearly plan for profitability through growth in market share.
- **Listings (Monthly):** Monthly tracking with adjustments to help you achieve your yearly goal.
- **Pipeline (Buyers/Sellers):** Identify on a daily basis whether your activities will turn your goals into reality.

Value and Validity Tools

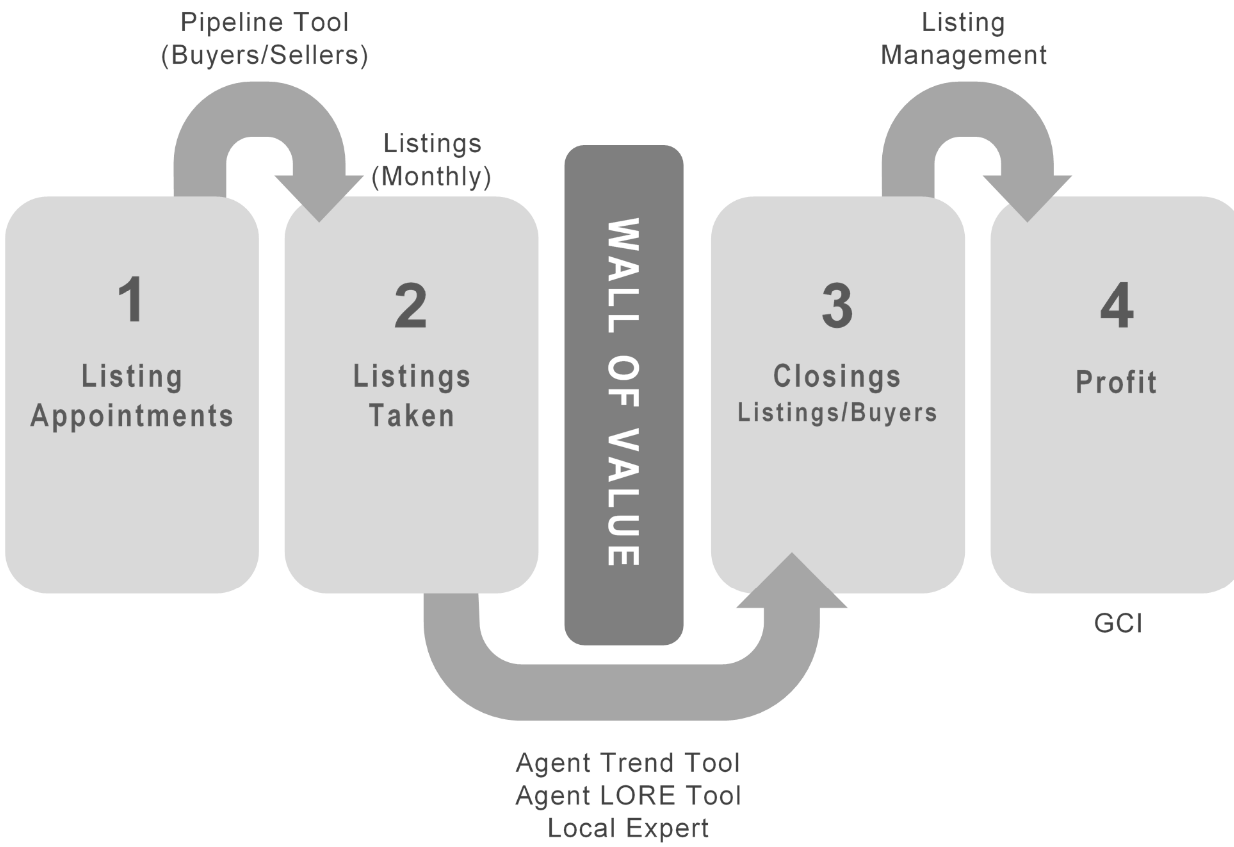
- **Agent Trend:** Report that tracks your growth in market share and critical levers in your business to assess performance and opportunities.
- **Agent Language of Real Estate (LORE):** Provides evidence of your value by comparing the growth of your business to that of your board, your subdivision, your Market Center, your Region, etc.
- **Local Expert:** The story of your expertise to underscore your validity to clients.

Thriving Tools

- GCI: Track your GCI against your expenses to identify your Break-even Day.

The Wall of Value

When you are able to quantify and communicate the benefits of the value you deliver, you will create a **Wall of Value** in your business that attracts listings and creates closings.



Communicate Value

Look for ways to share your Wall of Value to grow your business:

- Listing and Pre-Listing Presentations
- Buyer Consultations
- Marketing materials
- Conversations with allied resources

For more, go to the Career Growth Initiative page on KWConnect.com

Notes

Scripts

State Your Value

AGENT: Anyone can open a door for you. I preview more than 200 homes a month, I know the market better than anyone, and I would absolutely love to take care of you. We would love for you to come into the office to educate you about the whole home buying process. Then let's figure out your needs, pull up several properties that meet your requirements, and take a look at quite a few properties in order to maximize your time. How does that sound?

Ask for the Appointment

Courtesy of Dianna Kokoszka, President of KW MAPS, Austin, Texas

AGENT: All we need to do now, to help you get what you want in the time you want it, is to meet. Would today at 4:00, or tomorrow at 3:00 be better for you?

AGENT: Here's what we should do next. The best way I can help you is for you to come into my office so I can make you aware of the entire home-buying process so you'll know what to expect. Let me ask, can you meet today at 10:00, or would tomorrow at 2:00 be better?

AGENT: Most people decide to come into my office at this point, so we can go over your exact needs and begin looking for your home immediately. When would be a good time to meet?

Ask for Business

Courtesy of Dianna Kokoszka, President of KW MAPS, Austin, Texas

AGENT: Let me ask you, on a scale from 1–10, 10 being you want to buy now, and 1 being you want to buy in six months, where would you rate yourself? And what would make it a 10?

AGENT: Most people decide to come into my office at this point, so we can go over your exact needs and begin looking for your home immediately. When would be a good time to meet?

AGENT: I am curious if you are ready to move forward with buying your home?

AGENT: Are you ready to make an agreement now?

Questions to Ask Sellers

AGENT: In a market like this, the agent you hire really matters, because just putting your home on the market doesn't get it sold. Are you ready for me to be your agent?

AGENT: Would you like me to handle the sale for you?

AGENT: Would you like for me to get your home sold?

Courtesy of Dianna Kokoszka, Austin, Texas

AGENT: Let's get started. Where should I put the sign?

AGENT: I was talking to my title representative and were you aware that in this market 10 percent of the sales don't close or close on time? My statistics show that my properties close and close on time, and that's why people choose me. Do you want me to help you get your property sold?

Questions to Ask Buyers

AGENT: As a buyer in this market, the agent you retain really matters, because you want to find not only a home you like, but one that is a safe investment.

AGENT: Buying in this market is a great idea, and with the right advice and someone finding you the best buys, you can find a home and get moved in right away. Would you like my help?

AGENT: Would you like me to help you find your dream home?

AGENT: Are you ready to make an agreement now?

Notes

My Action Plan

Don't put away this training guide without developing a plan to put what you have learned into action!

Review the key "challenges" listed below and assess your current ability to meet each challenge on a scale of 1–5.

1 = "I have no experience with this."

2 = "I am not very good at this."

3 = "I am pretty good at this."

4 = "I am confident with this."

5 = "I am an expert at this."

For any rating of 3 or below, write down the action steps you will take to increase your understanding, build your skills, develop your confidence, see greater results, and take home more money!

Challenge	Rating	Action Steps
1. I focus my attention on highly motivated buyers and sellers.		
2. I ask questions to determine if they are ready, willing, and able.		

Challenge	Rating	Action Steps
3. I have identified the people I want to capture.		
4. I have a database system for capturing leads.		
5. I have great questions to determine the needs and concerns of buyers and sellers.		
6. I am skilled at scripts to ask for an appointment.		
7. I track my numbers—how many captures, how many contacts, how many I'm cultivating, and how many conversions.		
8. I have systems in place to cultivate my database over time.		
9. I am skilled at converting leads to appointments.		
10. I have set goals for next year for number of transactions, etc. in the CGI Calculator with my MC leaders.		

From Aha's to Achievement

AHA's *What are your Aha's?*
BEHAVIORS *What behaviors do you intend to change?*
TOOLS *What tools will you use?*
ACCOUNTABILITY *What does accountability for this look like?*
ACHIEVEMENT *What will you achieve?*

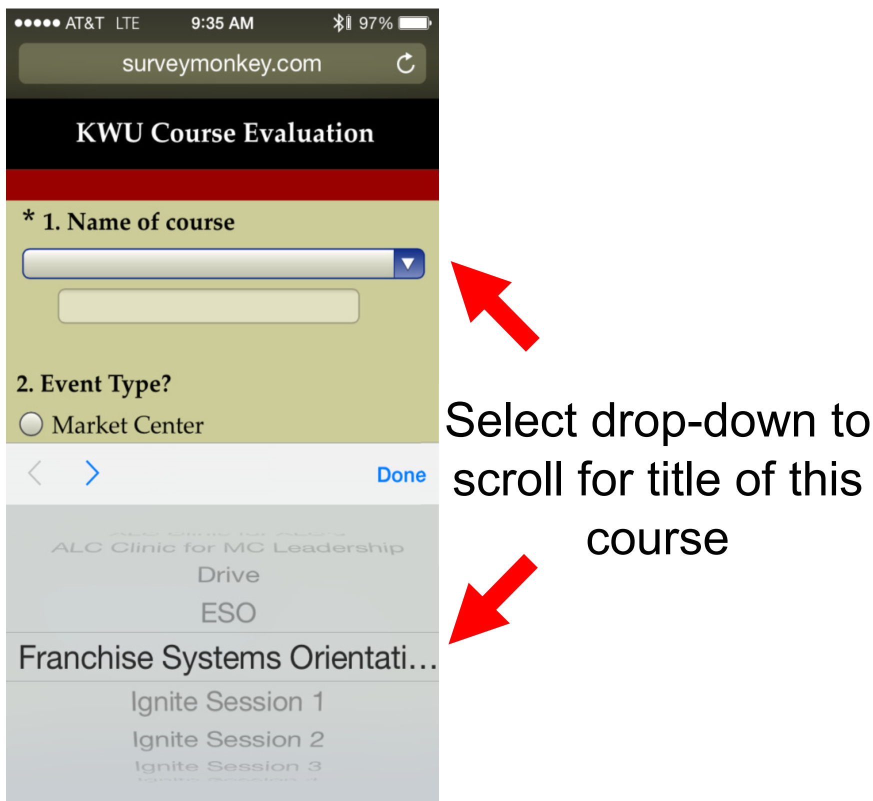
Don’t Forget Your Evaluation!

To fill out the evaluation:

1. Go to KWUeval.com on any mobile device.

Select the course and instructor.

Share your feedback.



Thank You for Sharing Your Feedback