Session 16

Mastering Inside Sales

Session 16: Calling Older Leads and How to Follow-Up



Your Coach(es)

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Please reach out if you have questions regarding the content of the course. If you have administrative questions about your client portal, billing or access, please reach out to <u>fasttrack@kw.com</u> or (512) 439-8684.

Guidelines:

- 1. Join MAPS on Facebook to stay up to date on all MAPS events and programs: mapscoaching.com
- 2. Only paid participants may listen and contribute.
- 3. To ask a question you may type your questions into the "Questions" Box.
- 4. If you would like to speak on the call, click on the hand icon located on your dashboard and the coach will call on you when possible.
- 5. Complete all assignments prior to call.
- 6. Be PREPARED!





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- evaluation of a Market Center's financial results;
- · agent productivity strategies; and
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Telemarketing

WARNING! You must comply with the Telephone Consumer Protection Act (TCPA) and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an auto dialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

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Objectives

- 1. Handling mismatched actions and words
- 2. Calling older leads
- 3. Follow up best practices

I. When Actions Don't Align

•	You said	(Motivation)	
		+	
	I'm noticing ()	
		+	
		_what's going on there (when saying it!)

II. Opening Unknown Cold Lead Call

- 1. Name
- 2. _____
- 3. I know I'm calling a bit______ ...!
- 4. Awhile back you_____ in moving.
- 5. What had you ______ about moving? or where are you in that?

III. What to Say on Follow-Up

- 1. If you do not have excellent call history notes:
 - a. _____ It we spoke (or you spoke with our team)

_____back

b. Checking in – how are you coming on your (______)?





	2. If you do have excellent call history notes:			
	a. Do a	scan – situation may be different, read		
	b. Reference most recent			
	3. Basic tips either way:			
	a. And	list		
	b. What is the benefit of	?		
	c. What would	for you to		
	d. Think of it like a	(football field) – get them to move forward		
IV.	Managing Database 1. Start with	first		
	2. Most	on site		
	 3 days strategy (do not read all notes!) a. Assign appropriate 			
	Or			
	b. Put in bucket after			
	4a task,	a task		
	5 in the	tasks		



Money – Making Ideas

Always, Always, ALWAYS set a task with notes!

- 1. Differentiate _____ notes
- 2. As if out _____

3. Email Campaigns

- a. _____
- b. Facts about the team
- c. Typically _____

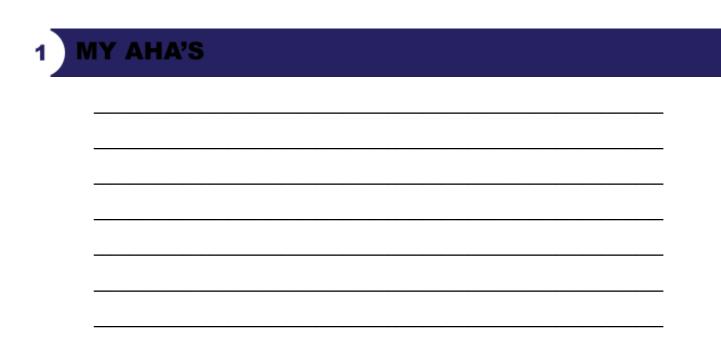
4. E – Alerts

- a. E-alerts never _____
- b. E-alerts ideal _____ unless otherwise told
- c. Keep general until _____





Preparation for Next Week



2 ASSIGNMENTS

- 1. Call your no-shows and remind of motivation
- 2. Prioritize leads based off today's training
- 3. Create priority notes here on out!



