



SALES MEETING VIDEO SERIES

CONVERTING INTERNET LEADS

Purpose:

This video session is designed to provide the skills and techniques needed to deal with the following questions:

- ✓ Have you ever felt like you wasted time on an Internet Lead?
- ✓ How do you determine who to keep working with and who to let go?
- ✓ What process should we use to make sure we meet their needs but don't waste time?

Areas for Improvement:

Company Key Management Numbers:

- ☐ Average Price/Transaction
- ☐ Average Commission/Trans Side
- ☐ Percent of Business from Listings
- ☐ Listing Inventory Sales Rate
- ☐ Average Days on Market
- ☐ Percentage of Sales that Close

Listing Income Chain:

- Contacts
- Appointments
- ☐ Presentations
- ☐ Listings
- ☐ Sales
- ☐ Close

Buyer Income Chain:

- Contacts or Inquiry
- Appointment Process
- ☐ Credit Qualification
- ☐ Selection & Demonstration
- ☐ Contract
- ☐ Close

Next Steps and Reinforcement:

These "Next Steps" are reviewed at the end of the video. They will help you create the environment for discussion with your team.

- ✓ Discuss how not knowing their Motivation can cost time and Money
- ✓ Discuss what can happen if you don't ask for the phone appointment
- ✓ Discuss how not asking can lead the Buyer to another Agent

Recommendations for Additional Discussion and Reinforcement:

N/A