



SALES MEETING VIDEO SERIES

LEAD GENERATION: MEET MORE PEOPLE

Purpose:

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

- ✓ Have you ever had a stranger start talking to you in public?
- ✓ Did the conversation ever turn to Real Estate?
- ✓ Did you ever get a lead?

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.

- ✓ Take some time to discuss the times you met a stranger and got a lead
- ✓ Discuss “What if” you set the goal of engaging 25 people every Business Day
- ✓ Discuss how using your name tag/career apparel as a “Yes I’m Open sign” would help

Recommendations for Additional Discussion and Reinforcement:

Break into groups and role play ways of engaging strangers in conversation. Use F.O.R.D. to initiate the conversation and use the discovery questions to determine if there is a need.