

Better Homes and Gardens® Real Estate

SEEDS OF SUCCESS WORKBOOK

Session Two

As an independent contractor sales associate affiliated with a Better Homes and Gardens® Real Estate franchised office, you have a variety of resources, tools, technologies and educational opportunities available to you. The Better Homes and Gardens Real Estate educational materials, programs, or meetings are not mandatory. Nothing in this document is intended to create an employment relationship. Any participation in this offering is entirely voluntary. Note: This document may contain suggestions and best practices with regard to specific issues you may encounter. These suggestions and best practices are completely voluntary for you to use at your discretion.

Session Two

Implementing Your Lead Generation Plan with Best Sources

Goals of This Session

At the end of this session, you'll have the tools to:

- Create a follow-up system to assure your work pays off
- Be able to attach features to benefits to craft sales calls and apply communication skills
- Be able to craft a sales call to your best source of leads
- Be able to craft a dialogue for circle prospecting
- Create your marketing and technology plans

Follow-Up: Leads to Clients

Why do you need to create a follow-up system? So you don't lose the potential of a sale or a listing from all those you are contacting.

As you meet potential clients we suggest you complete this form and put them in your database. We provide a recommended action plan to add at least 25 people to your database weekly.

Important: Check with the Branch (or Office) Manager or Broker for access to Do Not Call and Do Not Mail lists; ask about an Email opt-out clause and/or disclosure (CAN-SPAM Act).

NAR Field Guide:

<http://www.realtor.org/field-guides/field-guide-to-do-not-call-do-not-fax-and-do-not-e-mail-laws>.

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Review Better Homes and Garden® resources available to affiliated agents in the Greenhouse to complete their marketing plans

CAN-SPAM Act: A Compliance Guide for Business:
<http://business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business>



Use contact management software to tell you when and what you need to do next. Consider using the Greenhouse CRM.

Resource List for Session Two

- All materials and videos can be found at <http://bit.ly/seedsofsuccess>

Materials

- Suggested Script for Calling/ Emailing People You Know
- Circle Prospecting Suggested Script

Videos

- Accelerate Training Video: Outbound Sales Call
- Accelerate Training Video: Profitable Prospecting
- Accelerate Training Video: Calling Your Sphere

Follow-Up System

Ask: Why would you need a system for follow up?

Reason for placement here: Participants are starting to make lead generating contacts and they need to create a follow-up system now so they don't lose leads.

Go through the follow-up system here.



Follow-Up System: Make Money From Leads

Make contact at least once a week for first 8 weeks, so they know and remember you. You can create a marketing plan too, to systematize your contacts. When a contact emails you – email them back, when they call you, call them back. Try to follow their lead with regard to the method of communication for better results.

Reminder: Recommended actions to track and communicate with your would-be clients each week:

1. Put them in your database/CRM
2. Write 15 notes per week
3. Add at least 50 people to your database per week

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Review Better Homes and Garden® resources available to affiliated agents in the Greenhouse to complete their marketing plans.

The first and most important sales skill.

Why must it be applied to any sales communication?

Define features and benefits:

-A feature is a fact.
Example: a country kitchen

- A benefit is what it will do for the seller, buyer, recipient. Example: A country kitchen allows you room for a party with your friends and family cooking, eating, and having fun

To craft a benefit, think “What’s in it for me (the feature/benefit recipient)?”

Mistake: Salespeople tend to tell people their own benefits. Example: I need this sale because I need the money. The client doesn’t care!

Working alone, ask the participants to add some benefits to the features in their workbook. This can be a Skill Practice.

Live webinar: simply give some exsamples.

The Most Important Sales Skill: Attaching Benefits to Features

Why this is such an important skill:

A feature is:

A benefit is:

Jump into the other person’s mind and think, “What’s in it for me?”

Sales communication: State a feature. Then, add the benefit. Ask if that benefit meets the client needs.

Example:

Working alone, choose a feature of each category on the feature side of the chart on page 5. Then, add a benefit.

<u>Example:</u>	Feature:	A country kitchen
	Benefit:	You can cook with all your friends at cooking parties.

Review **NAR Field Guide to Fair Housing** materials -
<http://www.realtor.org/field-guides/field-guide-to-fair-housing>

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Feature	Benefit
Of a home:	What it means to a buyer:
What you do for a buyer	Why it benefits the buyer
What you do for a seller:	Why it benefits the seller:

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First lead generating source: People you know

Explain why this is the highest priority of lead generating sources

Skill Development: Lead Generating with Your Best Source of Leads

The first lead generating source introduced is people you know. Why is it the first method introduced?

- Easiest
- Best conversion rates
- Contacts want to help you
- Requires little sales skill or experience
- Lowest-cost/highest return

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Craft your own sales call to call on your best source of business

Using the information on the student page, explain how to craft a sales call to people you know.

Point out there is a script for calling on people you know in bit.ly.com/seedsofsuccess

There is also an introductory letter for you to tell people you're now in the real estate profession..

Sales Calls

How to craft a sales call:

1. Think of a particular person you'll call
2. Determine a potential real estate need and benefit to a person for your helping him fill that need
3. Write three questions you'll ask the person to discover these needs
4. Determine your call objective
5. Write a question to get a lead appointment—meet objective
6. Write an opening statement

Note: This method of crafting calls works for any initial sales call.

Example: Joe Smith, a friend of your family.

- Potential real estate need and benefit to Joe: a rental home, to reduce his tax burden.

Three questions:

1. Equity in present home enough to get a 2nd mortgage to refinance for money to buy another home?
2. Thought about reducing tax burden?
3. Looked into purchasing a home as a rental?

Call objective: Get an appointment

Question to get appointment: When can we explore this potential?

Opening statement:

- Thinking about you.
- In real estate now.
- Exploring how to help people ease financial burdens with real estate.

**Recommended Action
Plan Checklist:**

Video Resource |
Accelerate Training Video:
Calling Your Sphere

There is a sample script available to you for calling on people you know in bit.ly/seedsofsuccess called **Script for Calling/Emailing People You Know Handout**.

There is also a sample letter you can use to contact people you know to let them know you're in real estate.

Recommended Action Plan Checklist item: contact 50 people you know this week to get leads.

- See the recommended **Action Plan Checklist**.

Video Resource | Accelerate Training Video: Calling your Sphere; available at <http://bit.ly/seedsofsuccess>

Exercise: Ask each participant to craft a sales call, using the form provided on their student page.

Exercise: Skills Practice: Pair up agents. Have each of them actually make a sales call to the other (pretend it is in person or on the phone).

Sales Call Evaluator: Introduce evaluator criteria forms here. These evaluator forms will help students create effective presentations.

Listeners will rate presenter on each point, with 4 being excellent.

Listeners will provide positive feedback on performance, then a suggestion for improvement (next time, try this...).

Discussion: Have a general discussion after the practice:

What worked?
What's difficult?

Can you use this in real life?

How did you customize this?

Skill Practice

Craft Your Own Sales Call

Name of person: _____

Potential real estate need: _____

Benefit of your service to the person:

Three questions:

1. _____

2. _____

3. _____

Your call objective: _____

Question to get a lead: _____

Opening statement: _____

Skill Practice

Find a partner and practice actually making the call. 5 minutes to prepare, 5 minutes to practice, 3 minutes to evaluate. Exchange roles. Use the evaluator below to give feedback to the presenter.

Sales Call Performance Evaluator		
Rating (1-4, rating 4 being excellent)	Agent 1	Agent 2
• Presenter used a logical process to craft the presentation	_____	_____
• Presenter attached benefits	_____	_____
• Presenter asked for a lead	_____	_____

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Remind participants of assignment: talk to 50 people you know to ask for “leads” this week.

Where will you find 50 people this week?

- Your holiday card list
- Your friends/family members’ friends
- Your former co-workers
- Your high school/college friends
- Association members, hobby members, charity members, those with similar interests
- Services you use (hair cuts, gasoline, grocery store)

Other:

4. _____
5. _____
6. _____
7. _____

Time frame: 20 minutes

Where will you find 50 people you know?

Read the suggestions on the slide and brainstorm with them.

Working alone: have each jot down as many people as fast as they can.

Right now:

Jot down the names of as many people you can think of in these categories right now. Put them in your database.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

Circle Prospecting: Part
Lead Generating Plan

What circle prospecting
is:

Visiting homes in an area
to introduce a home
happening:

A sale, a listing, a price
reduction, an open house

Explain why it's high on
the prioritized sources for
leads (easy to do, no
competition, gets leads,
inexpensive)

Discuss the types of
questions agents can ask
at the door; the types of
material they can take;
the importance of the
second and third call.

Slice 12

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**Review and discuss how
to get an opportunity to
circle prospect.**

A New Lead Generating Method: Circle Prospecting

Definition: Contact homeowners in person to provide them
with information about a property in the area.

Agent's objectives: Get a lead

Reason to circle prospect:

- Just listed
- Just sold
- Listing sold
- Open house
- Price Reduction

Why is this, the second prioritized method?

- Easy to do
- Puts you in front of people
- Little competition
- Can do it in small portions of time
- Teaches you to be an expert in an area

How to get Circle Prospecting opportunities

- Hold an open house

If you have no listings or sales yet

- Ask an affiliated listing agent for permission to circle
prospect the listing
- Listing sold: Ask the listing agent for permission to circle
prospect the home
- Ask an agent who has just sold or closed a home if you
can circle prospect it

Dialogue is in your transcript.

Video Resource | Accelerate Training Video: Circle Prospecting

Action plan checklist: Circle prospect 50 homes before week two. Add these people to your database

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How to circle prospect:

- Decide on a reason why you're calling on the homeowner
- Create your materials
- Design your script using the craft a sales call method

The sample script **Circle Prospecting Suggested Script** is available for your use in bit.ly/seedsuccess.

- Introduce yourself, and why you're there—include a benefit to the homeowner.
- Ask homeowner about the property (have you seen it?).
- Ask for a lead:
 - *“Do you know anyone who...”* (indirect). or
 - *“Are you thinking of...”* (direct).

How to use in personal promotion:

- Put this strategy in your listing presentation as a service to sellers.
- Promote yourself as you circle prospect (add a short bio to a flyer). How to use this strategy as a new agent:
 - Ask an agent in the brokerage (or office) for the opportunity. You have literally 60 to 100 opportunities per month to circle prospect.

Keys to circle prospecting success:

- In person only
- Go three times within a short time period to the same homeowner

Recommended Action Plan Checklist: Contact 50 people using this technique this week.

Video Resource | Accelerate Training Video: Profitable Prospecting; available at <http://bit.ly/seedsuccess>

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Marketing Plan

Besides your lead generating plan, you need a marketing plan—a method to use various marketing tactics to stay in touch with your various target markets.

On the next page is a marketing plan template. Explain that it is recommended that each create a marketing plan now to follow up on their leads. The template is in bit.ly/seedsofsuccess.

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Marketing Plan Resources

Go through the various resources in the Greenhouse

Marketing Plan Options

Go through various media choices

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To do this, they will be using the various resources in the Greenhouse listed on their student page. Their assignment this week is to create a plan using these resources and implement the plan

Your Marketing Plan

Using a target market of those people you've been meeting, you can create a marketing plan to keep in touch with them.

Why create a marketing plan?

- Saves you time
- Creates a marketing system
- Gives you something to delegate
- Helps prove to the seller you run a professional business
- Helps you stay in touch when you can't personally

You can find dozens of resources in the Greenhouse including:

- Digital Marketing Center – eCards, eNewsletters
- Recommended Action Plan for prospects attached to CRM
- Personalized Better Homes and Garden® magazines
- Print Marketing Center – print postcards, etc
- Social Media blog posts, Facebook posts, videos to share
- PinPoint: targeted mailing campaigns

Some of your options:

- Phone calls
- In-person calls
- Mail
- Email
- Social media
- Newsletters

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Basic Starter Plan

Offline

1. Personal brochure, magazines
2. Personalized presentations, marketing pieces
3. Snail mail options – Just Listed/Just Sold, etc.
4. Personalized informational handouts (Greenhouse, HouseLogic, NAR, your local vendors)
5. Tool for creating listing, open house, and other fliers

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Online

1. Personal website with IDX
2. BGHRE® CRM Tool – with Email marketing (eCards/eNewsletters) templates and social share templates/samples
3. Market reports – from your MLS learn how to create a one-page market snapshot, or use another service to achieve this result – Altos, TP, RPR, etc.
4. SocialBios profile on Realtor.com
5. Plan of attack for social media – what sites will you use? Why?
6. Email Marketing with PinPoint

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Marketing Plan Principles

- Frequency is more important than reach
- Repetition is king
- Use more frequent communication at the beginning of the relationship
- What you do isn't nearly as important as that you do it!

It is recommended that you mix and match, and insure that you are 'touching' those you just met weekly for at least the first eight weeks. Implement your plan and document your implementation in weeks 3, 5 and 7.

Slides 23 and 24

The other part of your business start-up plan is your technology plan. Create a priority list and dates to accomplish implementing various technology.

Your Technology Plan:

Why create a technology plan?

- So you can create a system and process
- To move faster and more efficiently
- To plan your budget

What tools will you need to get started?

- Laptop
- Smartphone
- Electronic signature software
- CRM
- System for market reports – MLS, Altos, RPR
- Online storage and back-up services

The brokerage may provide:

- Forms software
- Presentations and tool for creation of CMA
- Basic email and website/profile
- Appointment center

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Social Media and Your Real Estate Business

Understanding social media begins with the understanding that social media is just another form of communication. Real Estate is a social business. We cannot survive in this business without being social. Social media encompasses everything from social networks to blogs and social bookmarking to location-based social networks.

Do not dismiss social media as a current distraction. There are many forms of social media, and while many of the ways we share today to collaborate and connect will change over time the tools will continue to evolve and improve.

Similar to texting, social media may be the preferred method of communication for a certain demographic of your consumers. Gen Y now out-numbers the Baby Boomers, and 99% of Gen Y has at least one social media profile. Meet your next buyer or seller online!

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Considerations Before You Begin:

- My privacy and personal standards
- REALTOR® Code of Ethics (when/if applicable)
- Better Homes and Gardens® Real Estate advertising guidelines
- The Brokerage/Office Manager's internet policy

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How, When and What of Social Media

1. Set Measurable Goals

Define your goals and then put them in writing. Answer each of these questions:

- What type of followers/fans do you want?
- What makes you unique? Translate that into your social media profiles. Your message should be consistent across all channels.
- How much time can you commit to managing your social media?
- What results are you hoping to achieve?

2. Start Listening

As you begin to venture into social media, it is perfectly acceptable to eavesdrop. Listen first then begin to join in the conversation. People do not want to be talked at, but talked with. Engage others in conversations – then listen. We suggest a focus on what is important to them and how you might benefit from building a relationship.

3. Build Relationships

This one falls in line with the last. As you start to share content on your social media platforms, focus on building relationships. If you constantly send out market reports, but you don't talk and engage with the people in the area, you will be talking to a brick wall. It is considered poor etiquette in the social sphere if you don't talk and converse, but just shout-out links to posts you've written. Consider responding when someone likes, shares or comments on your post.

4. Share Interesting Content

Your updates on Facebook, Twitter and LinkedIn can be of any subject matter that interests you. Remember to include not only real estate posts, but other updates that will gain the attention of potential clients. Remember, simply posting listings will not appeal to your past clients.

Share content that will be relevant for your audience.

5. Get Out and Engage

Visit Facebook pages where your target audience spends time. Comment and interact within that community and bring awareness to your page. This is not about being spammy and selling your product or service. It is about offering valuable insight and building a solid reputation for your office.

6. Get Local

By concentrating on building your social media networks with people in your service area more local people can be added to your network, and the greater possibility the real estate leads will come to you.

7. Focus on Connection

Don't sell yourself before you know someone. People want to have something in common with you; it could be as simple as you both live in the same city. It might be that you both have a dog, or that you have both eaten at the local ice cream shop. Build on these things. The very best thing that happens within online networking circles is when someone else shares a link of one of your posts.

8. Create Conversation

It's more important to converse with others than to simply post listings. Best Practices for posting are that content should consist of:

- 20% linking to your content (share market stats, neighborhood photos and videos, real estate FAQs)
- 20% linking to other people's content (local sports team, restaurant, school district, government office, local blogger, reciprocal linking, etc.)
- 20% other business talk (industry news, brand updates)
- 40% personal talk and networking. Ask how your follower's animals/kids are! People love it online just as they do offline.

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LinkedIn

If the possibilities of one connection expanding into thousands connecting directly to your target audience in a professional atmosphere and speaking with the power players within your industry sound appealing, then LinkedIn is the platform for you. Take a few moments to assess your current LinkedIn profile and ensure that each area is complete.

Once you create a profile, you are ready to begin:

- Engaging and connecting with like-minded professionals
- Requesting endorsements from past clients and vendors
- Participating by answering questions and taking part in relevant conversations
- Connecting your LinkedIn profile to your other social media accounts

Twitter

Twitter provides a unique challenge for many marketers. In 140 characters or less, you must craft both a succinct and compelling reason to take action.

Steps to success with Twitter users

- Determine what type of followers you are looking to connect with. Use Twellow to find people relevant to your niche and target within a specific geographic region.
- Create buzz by tweeting out exceptional content whether it is from your blog or other industry resources. Use hashtags to easily allow others to find your content based on topic and keyword.
- Get found by optimizing your profile. Complete your bio utilizing keywords, a link to your website or blog and connections to your additional social sites.
- Use a custom background to brand your Twitter channel and create consistency across the web.

Do I Need to Blog?

Google LOVES fresh content. Consistently blogging on your real estate website is one of the best marketing activities you can do for your business. Most blogs contain a combination of text, photos and videos; but your blog can focus on one of these and still do well with the right keywords and research.

Answer the following questions about yourself honestly:

1. Do you have a free hour in your day – most days?
2. Do you enjoy writing and write well? Take great photos? Record awesome videos?
3. Are you comfortable online – Googling, creating links, using YouTube, uploading photos, and generally working on the web?

Most people can stop right at #1. **Blogs are a time commitment!** At its core, blogging is about posting fresh content - fresh content at least a few times a week.

If you have the time, but not the **passion for writing/recording/ photographing** you have reached the second challenge of blogging. Yes, of course there is grammar and spell check and you don't have to write perfectly all the time, but you must enjoy writing and write well. If you don't enjoy writing – what's the point?

Blogging takes research. At some point you will run out of all of the knowledge in your head and need to use Google or YouTube to do a little research. Blogging is not for the tech-neophyte. Good bloggers will use links to direct their readers to a website, give credit where credit is due, validate a point and more.

Blogging Can Make a Positive Impact on Your Business

1. Improve your search engine optimization
2. Make you a better, more knowledgeable real estate agent
3. Reinforce the trusted advisor role

The role of a real estate professional has changed so much in recent years. Consumers do not come to us for information anymore – the overwhelming majority start their search on the web. If we can be on the web, sharing information and reaching out to our consumers through social media, we have to chance to win their business.

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Your Social Media Plan

Create a social media plan and think about your social contracts with each site. Are they different? Will you share differently across the web? Will you accept clients as Facebook friends? Will you treat your connections differently on each site that you use?

Daily Activities	M	Tu	W	Th	F	Sa	Su
Post meaningful content							
Engage 3 people you already know							
Make 3 relevant comment/response							
Reach out to 3 new people							

Social Media can have a positive impact on your real estate business. Don't try to master every tool at once – try one and run with it. This is a new space for many real estate professionals; keep in mind that the same old rules still apply. Social media can grow your network, reinforce your trusted advisor role and give you more business.

Post meaningful content – Try to post meaningful content that is part of your website (to drive traffic to your website), also consider: HouseLogic (members.houselogic.com), brand articles, photos and videos for consumer-centric articles and local vendors for neighborhood savvy and cross-promotion.

Engage 3 people you already know – Reach out to those people who know you and love you already. Let them know that you are in real estate now, with a top-notch team behind you and that you are ready to help them or a friend with all of their real estate needs.

Make 3 relevant comments/responses – Spend a little time making relevant comments and likes to those around you posting content.

Reach out to 3 new people – You will need to continually grow your network to be successful. Try to reach out to 3 new people each day (on any given social networking tool) and make conversation and connection.

You will have an opportunity to implement your technology plan next week, and document on progress in weeks 3, 5 and 7.

Video Resource | Accelerate Training Video: Profitable Prospecting; available at <http://bit.ly/seedsuccess>

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Go over what the agent has already accomplished.

Recommended Action Plan Checklist

Your Recommended Action Plan checklist gives you all the guidance you need to put the concepts in sessions one and two into action.

Look in bit.ly/seedsofsuccess for all the documents you need.

Be ready to report your accomplishments during your session with your coach.

Remember, you have 3 weekly reports and several other reports due for next week to assure you are on the path to making a sale fast.

Summary of Session 2

What You've Already Accomplished

1. Prioritized your start-up plan (business producing and business supporting)
2. Created an effective prioritized weekly routine
3. Understood The Sales Path for time management
4. Started Follow-Up: Make Money from Leads with Consistency
5. Are able to attach benefits to features
6. Learned how to craft a sales call to your best source of business to assure a lead
7. Learned how to circle prospect
8. Created a marketing plan utilizing the resources in the Greenhouse
9. Created a technology plan

Recommended Actions to Take Right Now

1. Complete your recommended Action Plan Checklist
2. Do the 3 reports due prior to next week's session
3. Create and implement your marketing and technology plans
4. Practice your lead generating dialogues:
 - a. Craft a sales call
 - b. Circle prospect
5. We suggest you watch these videos available at <http://bit.ly/seedsofsuccess>
 - a. Accelerate Training Video: Outbound Sales Call
 - b. Accelerate Training Video: Profitable Prospecting
 - c. Accelerate Training Video: Calling your Sphere