

//

An invaluable guide
for all real estate
agents!

7 MISTAKES

**MOST AGENTS MAKE THAT
KILL PHONE CONVERSION**

(...without knowing it!)

7 MISTAKES MOST AGENTS MAKE THAT KILL PHONE CONVERSION.

Brought to You By:
Appointments Today



PUBLISHED BY:

Appointments Today
19609 Puritas Ave
Cleveland, OH 44135

© Copyright 2018
Appointments Today LLC. All Rights Reserved.
May be shared with copyright and credit left intact.

AppointmentsToday.com



ABOUT APPOINTMENTS TODAY

Appointments Today is a 100% U.S. based virtual Inside Sales Associate Agency focused on getting you the highest return on investment for your leads. We contact and nurture your new leads and re-engage the leads that are already in your database, building a truly predictable pipeline. With our proven scripts, we're able to work inside any CRM or lead platform to increase contact and conversion rates for agents.

Bottom Line: We engage, nurture, qualify and set appointments with your leads, so you don't have to.

NOTE: If you've just begun your journey in building a team or you're just fed up of prospecting for hours every single day. Then check out our website at www.appointmentstoday.com. If you like what you see and you'd like a custom quote based on the number of leads you're currently generating and your market, you can schedule a quick 30-minute consultation with us by visiting <https://meetme.so/MattMilia> or by clicking on the "Get Started" button on our website.

#1 - NOT EATING YOUR UGLIEST FROG FIRST

In the book Eat That Frog: Twenty-One Great Ways to Stop Procrastinating and Get More Done in Less Time, Brian Tracy describes what he calls your *ugliest frog*. This is the biggest, most difficult task that you have to do for that day, and according to The Psychology of Sales Call Reluctance (by Shannon Goodson and George Dudley), more than 80% of new sales people suffer from call reluctance.

Add to that the anecdotal evidence that we have after working with hundreds of real estate agents all over the country and hiring and training dozens of Inside Sales Agents, we can attest that more than 90% of the agents and half of the first-time-ISA's we work with have some form of call reluctance.

That would definitely make procrastination due to call reluctance fit snugly into the "ugliest frog" category Brian mentions in his book. Making it the number one cause for low conversion rates.

PRO TIP: Use a calendar. I know that this sounds like a pretty basic tip, but we have seen our results skyrocket with our own ISA's after they bought into calendaring the day first thing in the morning -- or calendaring their weeks on Monday. There's a sense of emotional and psychological peace that unlocks immense productivity when you go into the day knowing what you need to get done, instead of being purely reactive and avoiding calling at all costs!

#2 - SELLING INSTEAD OF CONNECTING

Imagine getting a phone call from a loved one, a call that you had been expecting all day. Imagine that, as soon as you answer the phone, this loved one launches into a hard pitch about whatever Network Marketing company that just recently signed up with. How do you feel?

For most of us, that's not a stretch of the imagination. At this point we've all been solicited and/or guilt tripped by family and friends to join the next up-and-coming Multi-Level Marketing scheme out there.

That's how your prospects and leads feel when they get your call and you launch headfirst into a sales pitch for why they should work with you, why you're the best agent in the town/county/state, and why you can get better results than anyone else.

If you don't take the time to connect, ask questions, and, more importantly, build rapport, the person on the other end of the phone is going to feel it... and they're not going to have as much self-control as we do with our Network Marketing friends and family. They're just going to not work with you at best or hang up in your face at worst.

#3 - THIS ISN'T REALITY TV

The thing that most Americans love about reality television is that it's, for the most part, unscripted. You never know what's going to happen, who is going to be fighting with who, and what main character may be going to prison.

While that makes for entertaining television, that same wing it and come what may attitude is devastating in a sales culture. If you think that following a script or call template makes you sound too robotic, monotone, or otherwise disinterested in your prospect...

... You simply haven't internalized it yet.

Keep practicing and working out the kinks until you can follow the script word-for-word and watch your conversion rates soar!

PRO TIP: Writing out, by hand, the script you intend to use and follow helps you retain the information far easier than just reading and re-reading. Add in a roleplay partner, and you're all set!

#4 - THEIR PROBLEMS ARE BIGGER THAN YOUR SOLUTION

Your prospects want to talk about one thing: ME. Every time you hop on a sales call, you should always remind yourself of one key phrase, “What’s In It For Me?” If you’ve followed this methodology to this point, you’ve built rapport by asking pointed questions to dive deeper into your prospects pains, troubles, and frustrations. This is the point in the conversation that you should be addressing those pain points and describing how your product or service is the all-encompassing solution for them.

Unfortunately, most agents don’t dive deep enough into their prospects psychology to understand why they want to buy or sell. Are they moving out of state because they retired and want to be closer to their kids? Did they just have a new baby and need a place with more rooms? Is this specific area important to them because they grew up there, have family there, or it otherwise has a significant meaning to them?

These are all strong, emotional pains and frustrations that you can use to secure the appointment. Which brings us to number five.

#5 - YOU DON'T HAVE A CLEAR CALL TO ACTION

What's the point of a phone call? For many industries you could get a thousand different answers. But for real estate, especially for real estate agents, there's only one answer.

Get an appointment.

If, after your phone call, you're not presenting your prospect with a clear, concise call to action... you're setting yourself up for failure.

Make sure that you schedule the appointment before all other agents, or after all other agents. You want to be the first or last to talk to the prospect and make sure that the homeowner/buyer puts it in their calendar.

PRO TIP: Your call to action doesn't have to be complicated. In fact, it could be as simple as...

"Mr./Mrs. Homebuyer would meeting at your house/my office be easier for you on Wednesday at 3pm or Thursday at 5pm?"

#6 - IF YOU'RE AT WORK, THEY PROBABLY ARE TOO

Some of our greatest successes have been in calling leads and prospects in their “off hours”. Calling strictly between 9am and 5pm, the same timeframe that most of your leads and prospects will be at work and calling at any other time is a recipe for disaster.

Most people don't want to be bothered when they're at work. So, calling during work hours will assure that you're going to be leaving a voicemail. And, even though it's becoming less common, some people still have landlines... if you don't have their mobile phone number... good luck!

#7 - NOT BEING ABLE TO HANDLE COMMON OBJECTIONS

One of the most common conversion killers is not being able to handle objections that your leads will give you. Often this is in the form of “Um, I can’t talk right now. Can you call me back later?”

Most agents would apologize for the interruption and try to call them sometime next week... only to never get in touch with them again.

This is where becoming a master of the script pays off. If you’ve already thought out all of the objections that you could get on a call, and crafted an response, you’ll no longer get caught off-guard and be able to convert more leads.

PRO TIP: Your objection handling doesn’t have to be salesy.

A simple way to handle the “call back later” objection is by saying: “I completely understand. Would it be okay if I took another 10-20 seconds to explain why I’m calling? After that, we can hang up if it doesn’t make sense to you.”

Then only take 10-20 seconds to explain why you’re calling them. If it makes sense to them, then schedule a follow up call with them.

“Would tonight at 5:30pm work?”

After reviewing these 7 mistakes that agents make when prospecting over the it should be easy for you to envision how impactful it would be to have someone do it for you. If you're still having trouble seeing it, this should give you an idea of the benefits of hiring a virtual ISA:

A Virtual ISA is perfect for:

- Agents who have leads and prospects, but **just don't have the time** to make the calls to cultivate relationships and set appointments.
- Agents who doesn't like calling, but want **more listing appointments** and **sales** to grow their business.
- Agents who are looking to **grow their market share** and need to expand into neighborhoods and areas where business is expanding.
- Agents who would like to turn over the job of prospecting new leads, so they can **focus more on growing business** from their referral base.
- Agents who have an in-house ISA but who would like to **generate more leads and opportunities** for their current ISA to convert.
- Agents who have buyer's agents that can handle some additional business by having an ISA go in behind them and **scoop up "potentially-missed" opportunities.**

They're also perfect for brokers who want to add value to services they offer their independent agents, agents who are looking to segment their current listing business opportunities and anyone else looking to get leverage in their real estate business.

CONCLUSION

Most Virtual ISA companies have long contracts (6-12 Months). However, Appointments Today does not. What this means is you can test drive a Virtual ISA for a few months without making a huge commitment. We recommend you give us at least three to four months to see what they can do in one real estate sales cycle. If you do that, you should see that we'll uncover great future sales leads that can be nurtured as well as some now business that you can sink your teeth into.

If you want to get started with your own Virtual ISA or if you still have questions, we'd love to jump on a quick call with you.

Please schedule a time that works for you by visiting <https://meetme.so/MattMilia>. We can set up a no-cost consultation to determine if our Virtual ISA services are a good fit for you and what the next steps would be if they are.

For additional information, you can also visit <http://www.appointmentstoday.com/>

