

THE  
**9 REASONS**  
YOU NEED A VIRTUAL  
**ISA**  
(INSIDE SALES ASSOCIATE)  
**NOW!**

FREE  
STRATEGIC  
GUIDE

*WARNING: Only Read if You Want  
To Generate A Consistent and  
Reliable Listing Business.*



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# THE 9 REASONS WHY YOU NEED A VIRTUAL INSIDE SALES ASSOCIATE (ISA) NOW.

Brought to You By:  
Appointments Today



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## 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](http://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.

How great it would be to have a highly-trained, supremely-skilled ISA calling seller prospects in your area to uncover the best listing opportunities available now and even up to a year from now?

## **As you soak in those feelings of excitement and fulfillment, consider this:**

- How much would your business change by having that hired gun at your disposal morning, afternoons and evenings?
- How many more sellers could you work with - and how much more income could you earn - if you had someone teeing up qualified listing appointments for you while you were out meeting with clients?
- How amazing would it feel to be the go-to listing agent in your marketplace because you have a consistent flow of listing sales that other agents can't match?
- How great would it feel to NEVER have to prospect again?
- Lastly, how incredible would it be if this person could be up and running - making calls and setting appointments for you - in the next 24 hours?

## **We know it would be amazing (as we're sure you would, too).**

And that's why we've identified these 9 uber-legitimate reasons to hire a Virtual ISA instead of going through the process - and headaches - of trying to bring that person onboard yourself in your own office.

Today's technology makes it faster, easier and more reasonably priced than ever to get an ISA working hard to help you build your business.

By the time you're done reading these, we're confident you'll agree that hiring a Virtual ISA for your listing business is easily one of the best business decisions you'll ever make.

Here they are in no specific order:

## 1. YOU'LL MAKE MONEY

On average, it takes 6 to 12 contacts, or more, to convert a suspect to a prospect and then a prospect to a home sold. Your challenge as the owner of a growing business is making all of those contacts and building relationships consistently enough to keep deals happening every month. It's not uncommon, even for a great agent like yourself, to miss out on multiple opportunities simply because you couldn't get to the seller on time.

By having a competent Virtual ISA uncovering and cultivating listing opportunities for you day in and day out while you're out selling houses, you'll virtually always have seller prospects to talk to and in position to sell their home in the next 30, 60 and 90 days. This means more listing appointments and ultimately more sales. In fact, a good ISA should add an additional three to six listing sales per month to your business once they've cultivated a good pipeline of seller prospects in your marketplace.

How much more annual income would you haul in with even 2 additional listing sales per month: **\$75,000? \$100,000? More?** No matter what it is...it's a big number.

Also, one of the main byproducts of selling more listings is that more prospects will seek you out to help them sell their home. This kind of business is not only easier, it's more profitable because the cost to acquire that lead is significantly less. And this leads us to the next best reason to hire a virtual ISA...

## 2. YOU'LL SAVE MORE MONEY

According to Salary.com, the median annual income for an ISA that is a full-time employee is **\$44,749** with a range that usually starts at **\$38,000** and tops out at **\$53,000**. Depending on your, geographic area, that number could be even higher. Also, when you take into consideration employment tax and unemployment insurance, the overall outlay for compensation could be significantly higher.

The investment for a Virtual ISA is significantly less and the amount is fixed and agreed upon before your ISA makes call one for you. In addition to that, it's highly unlikely that the amount you've agreed upon to pay your ISA will increase as Virtual ISA companies like to keep their fees consistent and competitive to retain good clients.

The other place you'll save money is on time: lost time due to sick days and vacation days for the ISA. As well, you'll also not have to worry about missing out on money-making opportunities because you have to deal with problems - personal or business related - that crop up with having an actual employee. There can be a loss of money due to lost opportunities because you're being a manager instead of a sales person.

### **3. VIRTUAL ISAs GET EXPERT TRAINING**

If you've prospected seller leads for even an hour, you know that building relationships and selling over the phone is vastly different than doing it face to face. It requires a different skill set, mentality and approach. As a result of that, it also requires a different training regimen.

The good news with Virtual ISAs is that they are trained regularly on the various skills and strategies needed to be successful in setting listing appointments. Included in their training is:

- Rapport Building
- Needs Assessment
- Scripts and Dialogues
- Objection Handling
- Quality of Voice Management
- Emotions Management
- Active Listening
- Question-based Selling

They also role-play and master their craft on a consistent basis so they can stay at the top of their craft. The best part about is that YOU don't have to be the one who trains them. They have skilled trainers who are experts at working with prospects over the phone who direct them and give them feedback on how to get even better at converting prospects over the phone.

What you get in a Virtual ISA is a razor-sharp phone salesperson who's ready to convert leads in your marketplace at a high level on the first day they start calling for you. This means you can start getting qualified nurtures (sellers who are going to sell in the next year) and listing appointments almost immediately. This process would take you a minimum of 90 days if you had to do it yourself, which could result in lost time and potentially lost income for you and your business.

None of this is an issue when you hire a Virtual ISA because they are always at the ready to make solid sales calls.



## **4. YOU CAN ADD ISAs WHEN YOU WANT**

Bringing on one ISA as an employee is a huge undertaking. Bringing on two or more is an even bigger responsibility and cost, no matter how successful your business is. When you hire a Virtual ISA, you can easily add additional Virtual ISAs and do it in a relatively cost-effective manner.

This is exciting because you can attack your marketplace from a variety of different angles with multiple Virtual ISAs. Remember, Virtual ISAs can hit the ground running day one so it's easy to be strategic and plan your attack on short notice.

For instance, let's say you already have a Virtual ISA calling Expireds, Withdrawns, FSBOs and Home Evaluation leads but you want to make some inroads in a hot neighborhood, subdivision, city or town by doing some circle prospecting. With only a phone call, you can have an adept phone salesperson scouring the area(s) of your choice, building relationships and unearthing choice listing opportunities. Not only can you build your brand faster and easier, but also you can increase your average sales price and commission by this type of targeted strategy.

The possibilities are endless: you can have them hit buyer leads, your sphere of influence and past clients, new construction, land, waterfront properties, condos and townhouses. The choice is yours and the flexibility is amazing.

## **5. YOU CAN SWITCH ISAs WHEN YOU WANT**

From time to time, some Virtual ISAs just aren't a good fit for you or your area. It doesn't always happen, but it does happen. With a Virtual ISA, you can make the change in a matter of hours if you're not getting the relationship and results you want. In fact, most companies require as little as 24 hours for you to switch from one ISA to another. Because they are all trained and ready to go on a moment's notice, the transition is often easy and seamless.

The good news is that the need to change ISAs isn't something that usually needs to happen. Normally, the Virtual ISA company does an excellent job of matching the personality of the ISA to the client and area they are calling. As well, because the ISAs are skilled salespeople, they are also able to be "chameleon-like" and adapt to the areas and situations to which they are assigned.

That said, the option is almost always yours and the flexibility is there if you need it.

## **6. YOU GET PREDICTABILITY WITHOUT HAVING TO MANAGE**

Historically, most great salespeople aren't great managers. And, even the ones that are good managers, would rather be out selling than back at the office managing and directing employees.

Since Virtual ISAs aren't your direct employees, you don't have to handle all the managerial minutiae that comes up on a day-to-day basis. The company that hires the Virtual ISA has processes and plans in place to ensure that the ISA does what they're supposed to do when they're supposed to do it. They handle payroll, time off, rewards, discipline and everything else that comes along with having an employee so you don't have to. This lets you focus your time and energy at what you do best: getting face to face with clients.

In addition to that, Virtual ISAs have goals and standards to which they are held with respect to time on the phone, dials, contacts and appointments set. The people who manage the Virtual ISAs are charged with holding them to these standards and making sure that they meet their ongoing goals. As well, the management team is also responsible for making adjustments and changes, as necessary, when things aren't going as planned.

This approach leads to a significant amount more consistency and predictability in the effort and the results you get when you hire a Virtual ISA. What's best is that the redirecting and adjustments made are not your responsibility, which frees you up to do more selling or even to do something that you enjoy.

## **7. YOU HAVE NO RECRUITING AND HIRING TO DO**

Recruiting and hiring employees is as much an art as it is a science today. There are lots of moving parts - not the least of which is the legal part of it - that could cost you thousands of dollars if you missed even one of them. In fact, making the wrong hire for an ISA could cost you as much as one-third of the annual salary of that employee. In the instance we mentioned earlier, that's a \$16,000 mistake and one that few small business owners like yourself could afford to make.

When you hire a virtual ISA, you bring on board a talented individual who's already been vetted for background clearance, skill set, core competency and core value fit with the organization from which you hired them. As well, you don't have to interview your Virtual ISA or handle all of the human resources and payroll activities that come along with bringing them on as an employee.

Plus, here's a little gem that virtually nobody will tell you when you hire an ISA: consistent income makes for a happy and productive ISA. Many agents will try and hire an ISA and work out a compensation plan with a high commission payout with no salary. Unfortunately, this almost always results in failure and here's the reason: people who do inside sales work do it because they like to have some income coming in while they're earning additional money from helping make sales. And, while the commissions/bonuses from sales they help make add up to some serious money over time, the individual commissions aren't big enough to make it worth waiting 30 to 60 days to get them.

In some instances, commission-only ISAs get anxious when the pay isn't consistent and they start "swinging for the fences", setting questionable appointments hoping that they hit a homerun and get paid. This scenario is neither good for them nor you and it usually ends up costing you money and them their job.

Virtual ISAs are guaranteed a salary and don't have to worry about waiting to get paid. That provides them the stability and consistency they need to work diligently each day and cultivate only legitimate selling opportunities for you.

## **8. YOU DON'T HAVE ANY TECHNOLOGY REQUIREMENTS AND OVERHEAD**

In order to put an ISA in position to succeed, you need to make a fairly significant investment over and above any salary you would pay them.

For starters, you need to have an office out of which the ISA can work. Most people don't work well at home and it's especially hard for an ISA. ISAs need to focus on their calls so they can do a good job of sifting and sorting opportunities to put you in front of the best ones. Being at home can leave the ISA open to lots of distractions that could negatively impact their results.

In addition to that, your ISA is also going to need a desk, computer, headset and a chair. While investments in these aren't going to break the bank, you'd still have to lay out roughly a \$1,000 to get high enough quality products in these areas for your ISA to work effectively and efficiently each day.

On top of that, you'd also need a phone system and Internet. Yes, many offices offer these to you, but you'd want a dedicated phone line and Internet access to ensure that your ISA is able to work without interruption.

Lastly, many employees want and need benefits. Health and dental insurance, vacation time, 401(k) and other perks cost money and can certainly cut into your profits.

The companies that provide Virtual ISAs have all of these areas covered and handle every aspect of the ISAs workplace, benefits and technology needs, leaving you to spend your time, energy and resources on making sales.

## 9. YOU SAVE YOURSELF A LOT OF TIME

With no hiring, recruiting, managing or training to do, you have more time to work on and in your business. As your Virtual ISA is combing all of the lead sources you're attacking for your business, you can be working on your business plan, improving your listing presentation, strengthening your marketing messages, growing your reach on social media, bringing on buyer's agents, and closing more deals.

Additionally, it allows you to have more time for your family, yourself and to do the things you love to do. One of the reasons you likely became an agent is to have the ability to do what you want to do when you want to do it. Not having to deal with an employee and all the issues that can arise with one can provide you with a tremendous amount of time and freedom. Plus, you can have the peace of mind that the job for which you are hiring the ISA is being done well and consistently, all without you having to invest your time and energy to make it happen.

**After reviewing these nine powerful reasons to hire a Virtual ISA, it should be easy for you to envision how impactful it can be to have one in your stable. If you're still having trouble seeing it, this should help clear things up for you:**

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/>

