

How to Quadruple Your Lead Conversion Rates in 2014

- 1.) How “old school” sales ideas create massive rejection
- 2.) Your foundation for success in today’s world
- 3.) The evolution of your sales funnel
- 4.) Solving the dehumanizing effects of automation
- 5.) Real human interaction and connection

1.) Understanding the Problem – How “Old School” Sales Ideas Create Massive Rejection

The next time you attend a sales training class, seminar or boot camp, if the speaker says, “You’ve got to be enthusiastic. It’s contagious.” Just stand up, grab your stuff and head for the door. Save yourself the wasted effort of trying to learn something new.

Why?

The trainer is still stuck in the 1900’s.

That “be enthusiastic” idea was first written about by Frank Betger, a baseball player for the St. Louis Cardinals in 1910. Frank had a career ending injury that caused him to go into life insurance sales. Then 42 years later, he wrote a book titled, “How I Raised Myself from Failure to Success in Selling.”

“Be enthusiastic” was effective for Frank because his career spanned the great depression. When someone was enthusiastic in those days it was surprising and got peoples’ attention.

In today’s world it’s a completely different story.

For example, when you answer the phone and someone says, “How are you today?” in that fake enthusiastic tone, how long does it take you to identify the fact that they’re trying to sell you something?

If you’re like me, you probably can figure that out before they even open their mouth.

Then what’s the very next thought to go through your mind?

Is it, “How quickly can I get this person off the phone?” or do you just hang up?

Think about it.

If that’s what you’re thinking, why would anyone want to learn how to model that?

And the bigger question is why are trainers still teaching an idea that is so clearly disconnected with modern day life?

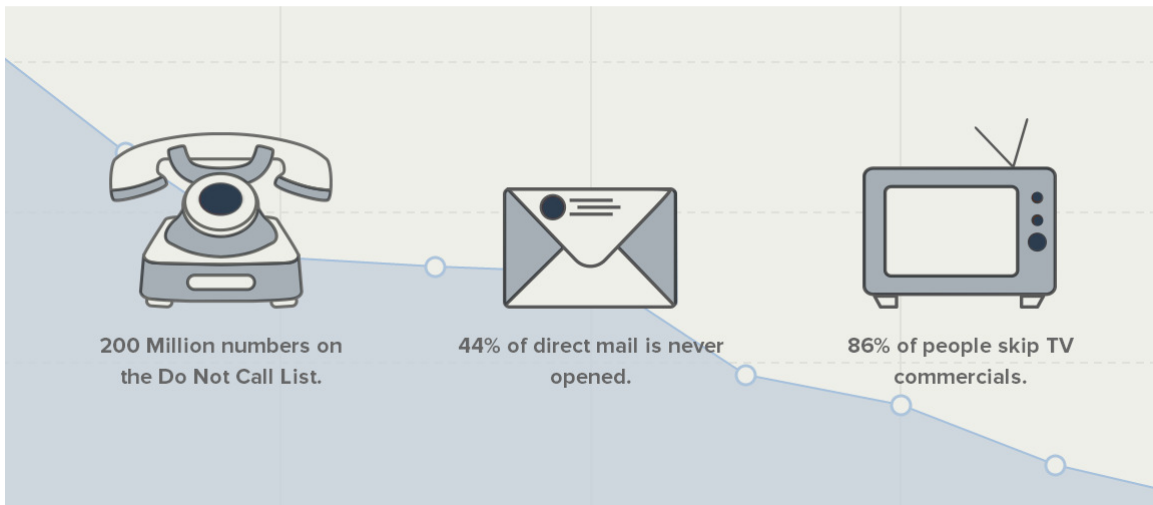
Again, think about life back in the depression era and you can see why enthusiasm might have been effective in those days. It’s because it was SO RARE!

Well, today virtually every salesperson in existence is running around faking enthusiasm and setting themselves up for a tidal wave of rejection.

So my advice is ***DON’T DO IT!***

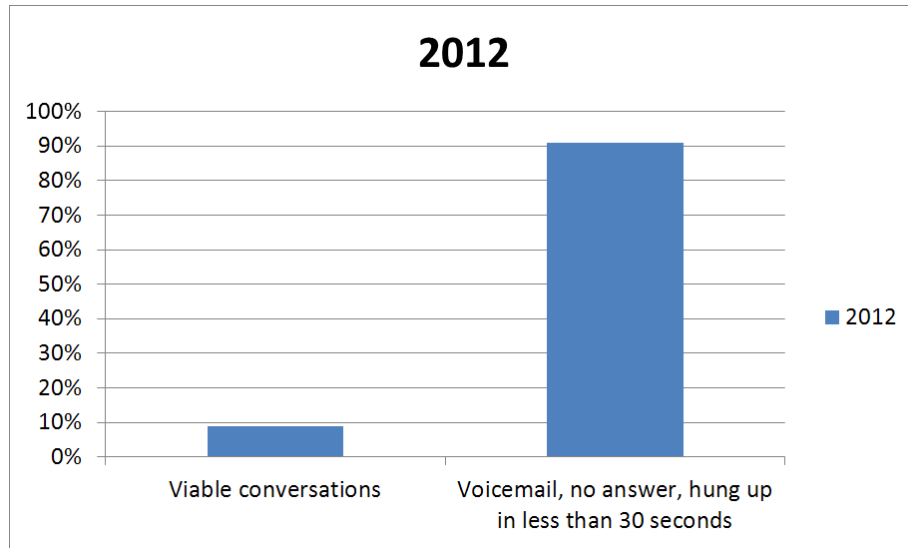
These old outdated methods have created an entire generation of people who are completely immune to it. Virtually everyone HATES being approached that way and they’re doing everything they can to shield themselves from these kinds of tactics.

This graphic tells the story well...



It’s proof of this overwhelming disconnect. We now have 200 million numbers on the National Do Not Call Registry. That’s 200 million people who, by their proactive stance on the issue have said, “***We HATE getting sales calls! So don’t freakin’ call me!***”

This next graphic explains why over 90% of the time that you make an outbound prospecting call it’s almost worthless and a near complete waste of effort...



These statistics were published by Pew Research and The National Association for Public Opinion Research showing that in 2012 only 9% of all outbound calls resulted in a viable conversation. 91% were voicemail, no answer, or terminated in less than 30 seconds.

The worst part is this trend is not getting better, it's getting worse.

So is it any wonder why agents feel like it's a complete losing battle making outbound calls and leaving endless voicemail messages that never get returned?

You get yourself revved up, to smile, dial, and talk people. Yet almost no one answers their phone. Then when you do get someone to answer, you're supposed to fake enthusiasm because "it's contagious."

Contagious?

Yeah, like a bad disease.

2.) Before We Discuss a Solution - Your Foundation for Success in Today's World

Now here's where I'm going to sound almost like I'm bi-polar.

I'm a hard-core, dyed-in-the-wool believer that a lot of the "old school" mindset is actually *VERY IMPORTANT TODAY!*

What?

I just pounded the heck out of some of the old ideas, only to say that I'm a firm believer

in old school fundamentals, principles like STP and TTP (See the People and Talk to People), deep unshakable integrity, and showing people how much you care.

I love the quote, “Nobody cares how much you know until they know how much you care.”

Do you know who said that?

Theodore Roosevelt.

Yep, he was definitely old school.

So yes! I’m a huge fan of old school ideas, like the lost art of the hand-written thank you note, stopping by and knocking on people’s doors, and personalizing all your communications as much as possible.

These seemingly small things all show people how much you care.

So when it comes to the core principles of the old school mentality, I’m a huge believer.

We have to show people that we really do care. Not fake enthusiasm, but real genuine care and concern. Then, we have to focus all of our marketing, all of our communications, and everything we do on conveying those core values.

Now, if that sounds a little too flowery, or it doesn’t resonate for you, stop reading.

Don’t waste another second of your time with this white paper because these are the fundamental truths we do our best to live by, the very same fundamentals that have helped thousands of our clients experience amazing success.

So if you’re just too cynical to find common ground with these ideas, this information is not for you.

However, if what we’re talking about is ringing true for you, let’s talk about how to fix the old school/new world disconnect.

3.) Deeper Understanding - The Evolution of Your Sales Funnel

Obviously, to solve a problem, you first have to understand what the heck is going on.

Why is it that our sales processes are broken? After all, you’re doing what all the guru trainers tell you. You’re smiling, dialing, and cranking out hundreds of calls each week.

The problem is that this bone-crushing volume approach is sucking the life out of you, you're talking into voicemail endlessly, and few if any people return your calls.

So let's take a look at real estate sales and marketing history and see if it tells us anything. Often times a look at history can provide meaningful lessons for the future.

Here's a model of the sales process and typical sales funnel that has evolved in real estate over the last 10-12 years.

Extremely Effective from 2002-2008



The reason this process worked so well from 2002-2007 is that the approach was fairly novel. People didn't actually know that you weren't taking the time to email them personally. If you crafted an effective auto-responder (drip campaign) sequence it nurtured prospects and eventually they called you when they were ready.

Today?

Not so much!

Why?

Prospects know your game plan. They have your entire playbook and know exactly what you're doing. There's absolutely nothing novel about it.

They feel no sense of commitment to you. And frankly your canned emails have people so turned off they're vigorously shutting you out. *It's actually alienating your audience.*

The times have changed, consumer behaviors have changed, and the canned crap

agents continue to drown prospects with is falling on deaf ears. All the “leads” you’ve paid thousands of dollars for are actually moving away from you...*not closer to you!*

See, here’s that same sales funnel 12 years after it first hit real estate.

The Same Process Today...in 2014



In today’s world prospects know that if they “opt-in” to your list that they’re going to get hit with relentless amounts of sales CRAP!

They know the drill.

So what do they do?

They register with email addresses they may or may not ever open. Go to Google right now and how long does it take you to set up a free email account?

In fact, now there are services like spamgourmet.com. It forwards emails to your primary email address and then expires at a preset time. If you like the info you’re getting from a source you “continue.” If you don’t, the account just evaporates...poof...gone. It just effortlessly goes away.

No fuss, no muss.

That’s how sophisticated prospects are getting at shutting you out...and shutting down your sales advances.

Why?

They're sick to freakin' death of being treated a number.

They want info, but they don't want to hear about how freakin' great you are.

Frankly they don't give a shit.

Pardon my language, but it's the truth.

As wonderful and amazing as technology is, and I love technology, it has created extreme high levels of distrust because of the mass dehumanizing affect this process has created over the past 10-12 years.

Accept it, or don't. The choice is yours.

A note of caution however, if you're not open to facing facts, you may very well wind up in the bone yard with all the other dinosaurs.

Ok. Enough said.

Let's talk solutions.

4.) Where Do You Go from Here - Solving the Dehumanizing Effects of Automation

So how do we solve this massive consumer habit pattern of shutting you out? How do we overcome the Caller ID / voicemail / free email account super-shields your prospects have been building around themselves?

Simple.

We turn the sales funnel upside down.

Instead of conversations being positioned at the end, or near the end of your sales funneling process, we make an all-out commitment to move the conversation to the front end of the process.

We make the conversation the single most important step. We revere and respect its supremacy. We deeply understand that *a lead is NOT a lead until we've had a meaningful conversation* with the prospect. Until the conversation happens in a meaningful way, all the rest is BS.

In fact, here's what your new sales funnel needs to look like. If you commit to taking this simple step in all your listing and sales efforts, you will quadruple your conversion rates.

Quadruple Your Conversion Rates in 2014



This sales process leads to multiple conversations, face-to-face meetings, connecting, and it is the beginnings of a real relationship.

Think about it from your own perspective.

When you get automated crap, unless it's crafted in an extraordinarily compelling way, how do you respond?

With a yawn?

Maybe a touch above boredom?

Or worse, it sucks. You unsubscribe and delete it?

Why?

It feels almost dehumanizing, doesn't it?

Well, here's something to consider. As agents, if we don't change our game plan and playbook, it's going to be game over fairly soon. In fact, we're inside the 2-minute warning here folks. It's either adapt and evolve...or die.

Prospects are done playing games. They want to do business with someone they know, like and trust. All these canned emails, me-me-me marketing and BS outbound dialing scripts...these dehumanizing tactics...are doomed to failure.

They're failing at a faster rate than ever before.

Why?

Because we are entering “The Age of Authenticity and Trust.”

And here’s a startling fact for those who are too focused on automation, people are done with being treated like a number.

That’s why they’re hiding from you.

That’s why when you buy leads from Zillow most of those people never even answer the phone!

If I was on the other end of that I wouldn’t either, would you?

5.) The Ultimate Solution - Real Human Interaction and Connection

So how do we solve this grand conundrum?

Get back to old school values, focus on caring about people first (not processes), and fully understand the absolute unerring truth that the conversation reigns supreme. We have to revere and respect the conversation as if it is the rarest real estate gem on the face of the globe.

When we take a call, we’re 1000% in that moment.

When we’re talking with a prospect, we’ve practiced our Prospect Centered Sales Skills a 1,000 freakin’ times, so we can cut through all the cynicism and distrust and make a real meaningful connection with these folks.

Because at the end of the day, real estate is and forever will be all about relationships.

*** If you would like to know more about us, what we do, how we do it, etc., etc.
You can call us at 1-800-959-3959 or email us info@ProquestTechnologies.com*