SALES, OPERATIONS, & ACCOUNTABILITY:
THE PEOPLE SIDE OF LEAD CONVERSION

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THE BIGGEST THREAT TO LEAD CONVERSION...

...Unknown variables in your sales funnel that are unquantifiable or unmeasurable.

Imagine if a rotary was not functioning.
Would the engine still run?

FUNNEL LEAKAGE INCREASES WITHOUT AUTOMATION

- Funnel leakage reduces conversion rate, opportunity cost, and profit margins

- Solution is to isolate inconsistency and inefficiency in the sales funnel

Market

Follow-Up

Engage

Close
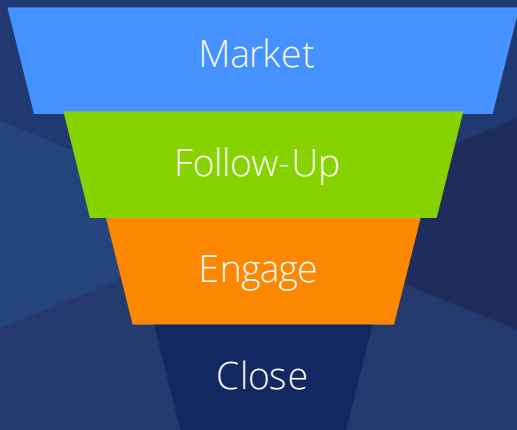
1. Top-Funnel Marketing to Drive Leads

2. Lead Follow-Up to Drive Engagement

3. Engagement to Drive Appointments

4. Appointments to Drive Closings

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3 STEPS TO COMBAT FUNNEL LEAKAGE

- Convince you that a methodic process to managing leasing consultants will provide deeper transparency into your sales funnel and increase your lead-to-lease ratio.

- Provide you a few tools/ideas/examples of how to execute within your business

Step 1 – Sales	Step 2 – Operations	Step 3 – Accountability
How it's said	*How it's executed*	*How it's measured*

STEP 1 – SALES

Every conversation should achieve the same three priorities:

1. Establish unique value proposition

2. Establish rapport

3. Qualify to appointment

STEP 1 – SALES (CONT.)

The LPMAMA is an acronym to standardize the conversation and qualification of online leads within real estate teams.

Location

Price

~~**M**ortgage~~

Agent

~~**M**otivation~~

Appointment

Location

Price

Motivation

Appointment

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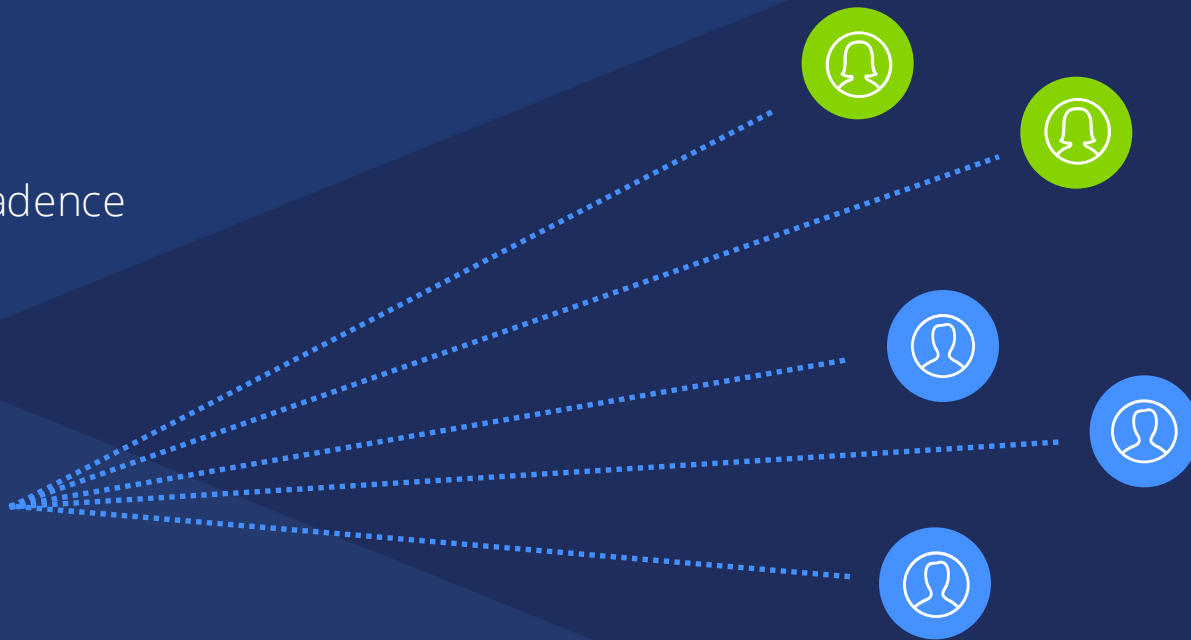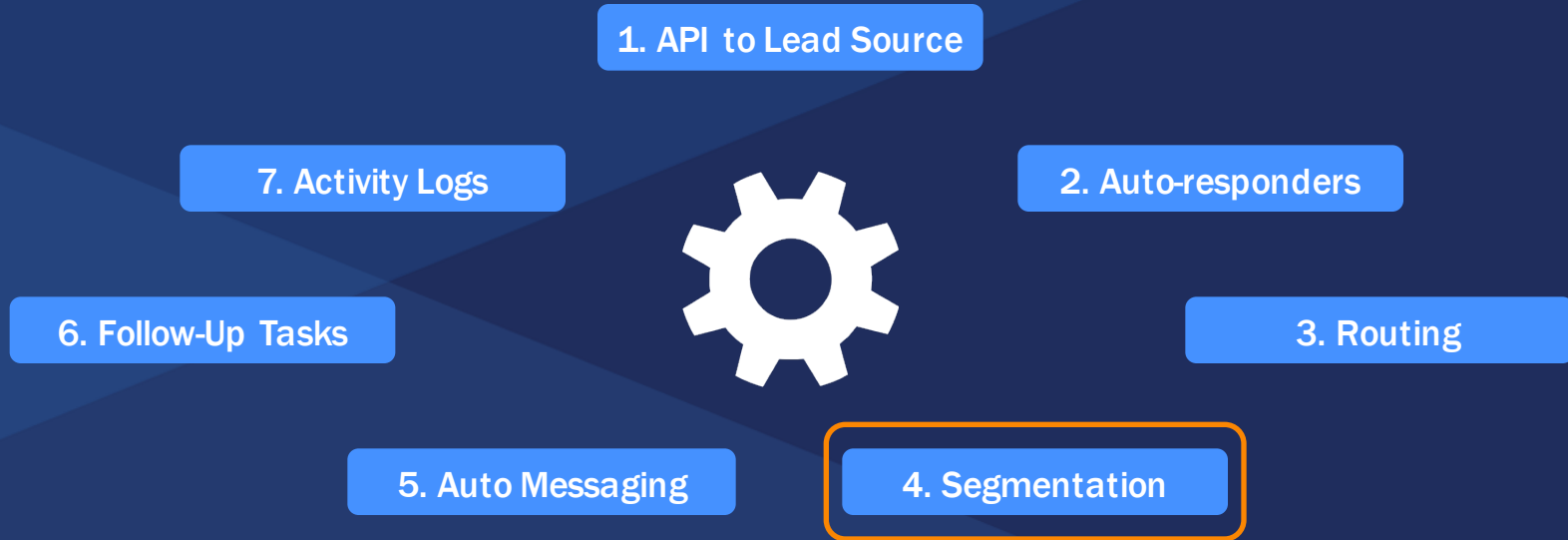
STEP 2 – OPERATIONS

A culture of accountability requires operations that enable effort and behavior:

1. CRM
2. Lead Segmentation
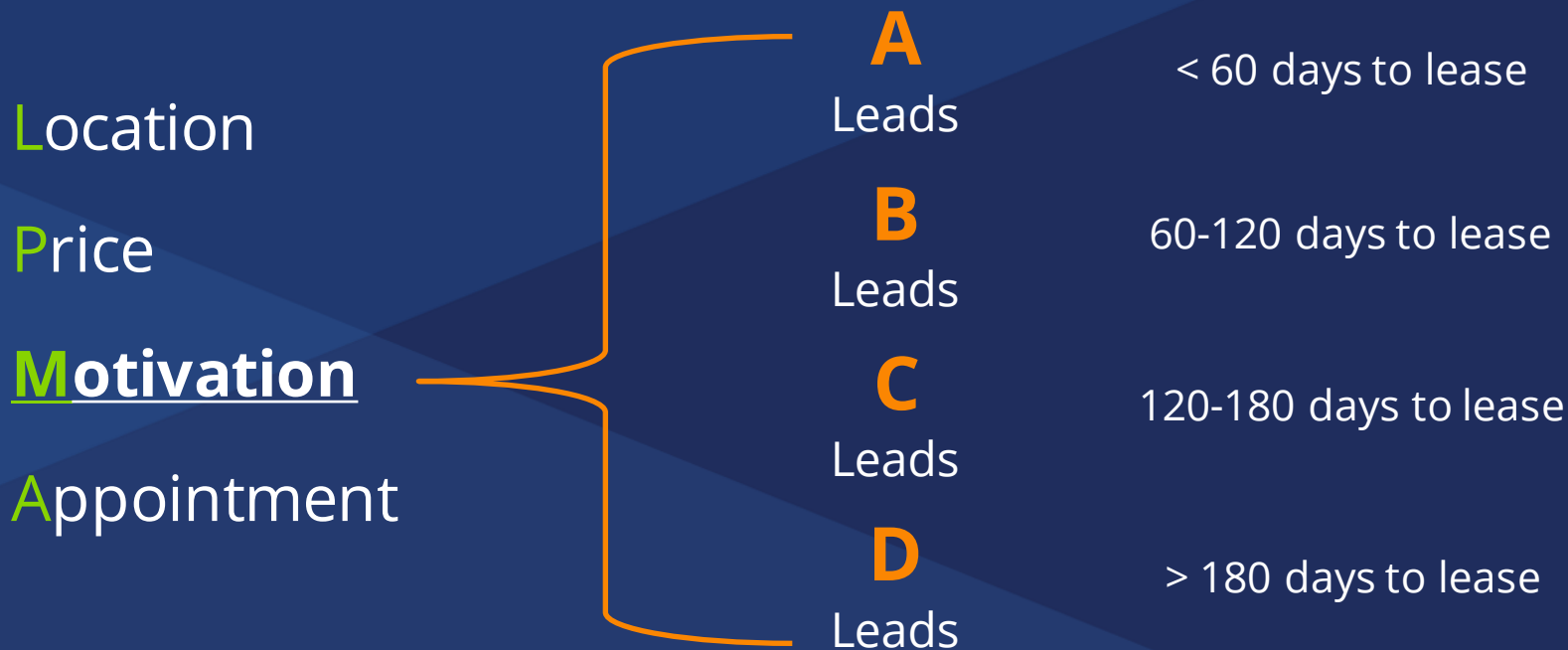3. Daily Engagement Cadence

STEP 2 – OPERATIONS (CONT.)

Client Relationship Management software (CRM) should be the backbone of any marketing and lead generation strategy.

1. API to Lead Source

7. Activity Logs

2. Auto-responders

6. Follow-Up Tasks

3. Routing

5. Auto Messaging

4. Segmentation

STEP 2 – OPERATIONS (CONT.)

Q: Why is lead segmentation essential to my CRM and operations?

Location

Price

Motivation

Appointment

A Leads — < 60 days to lease

B Leads — 60-120 days to lease

C Leads — 120-180 days to lease

D Leads — > 180 days to lease

STEP 2 – OPERATIONS (CONT.)

The benefit of building a predictable sales pipeline is only as valuable as the time available to nurture the pipeline.
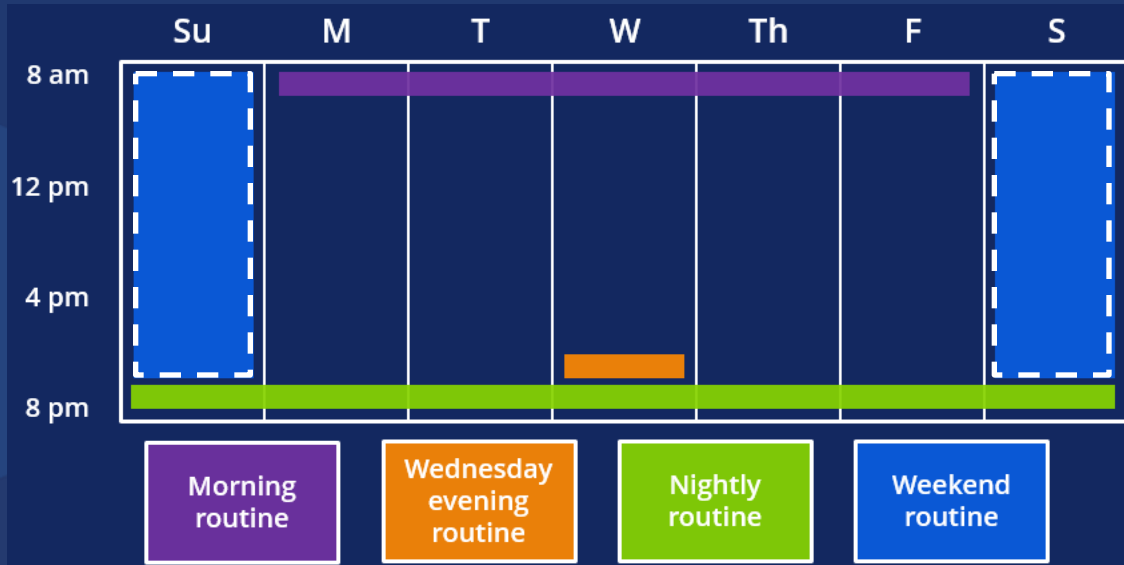
- Methodic approach to time-management

- Objective is to increase lead-to-appointment rate

STEP 3 – ACCOUNTABILITY

A culture of accountability starts with performance goals and quality control cadence:

1. Knowing Your Key Performance Indicators (KPIs)

2. Performance Reporting & Quality Control

STEP 3 – ACCOUNTABILITY (CONT.)

Influencing top-line KPIs (i.e. lead-to-lease conversion ratio) starts with establishing two tiers of secondary KPI's for reporting:

Tier 1 – Pipeline Development

Lead-to-Appointment Ratio

Appointment-to-Close Ratio

Tier 2 – Effort Benchmarks

Average Attempts-per-Lead

New Appointments-per-Week

Pipeline Development

STEP 3 – ACCOUNTABILITY (CONT.)

With secondary KPIs creates accountability, acknowledges all-stars, and identifies undea remote sales operations, establishing a regular cadence to review performance across top-line and r-performers for improvement.

Agent Name	Active Leads	C Leads	B Leads	A Leads	Pending/Closed
Belinda Forrest	6	0	0	1	1
Carlos Ennis	11	2	2	6	0
Charles Manley	14	1	5	4	0
Jenny Yeager	0	0	0	0	0
Mike Taylor	2	0	1	0	0
William Smith	3	0	0	0	0

The Bottom-Line:

Data-based decisions improve sales and marketing strategies that increase occupancy rates & bottom-line ROI

KEY TAKEAWAYS

1. Reducing funnel leakage increases margins

2. Reducing funnel leakage starts with standardizing the 'people' component of lead conversion

3. Three steps to standardizing the 'people' component of lead conversion:

   1. Sales – Value-based messaging, rapport building, qualifying

   2. Operations – Communication software, pipeline segmenting, outbound cadence

   3. Accountability – Effort benchmarks, performance scorecard

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