

Objection Algorithm

Step 1: Listening.

- Listening to the consumer to hear the initial objection

Step 2: Identify objection

- Understand if this is the real objection. If not, Additional questions required to identify the ROOT objection
- Once the ROOT objection is Identified, Relate to the individual and repeat the objection back to get confirmation that the root objection is their only concern or if they have any other concerns as well.
- Identify ALL root objections if they have more than one.

Step 3: The Bridge

- After Identifying the ROOT objection, Find your solution.
 - ◆ You must have the correct solution for the concerns provided
- Choose the proper delivery for your solution to the consumer
 - ◆ Understanding your client will help identify how to deliver the solution
- Set up the delivery of the solution

Step 4: Delivery

- After setting up the delivery of the solution, present the solution to the consumer.
 - ◆ After presenting your solution, finish the statement with helping as your call to action or initial reasoning for the solution.
- Confirm that the solution makes sense and that it has indeed covered their concerns.

Lead Conversion Strategies

Key Parts for Conversion:

1. Understanding how the inquiry works
2. What are the leads looking for(What do they want)
3. How to effectively communicate with the leads
4. Using ALM or Qualify
5. Understanding where each source is on the sales funnel
6. What does the followup/ Value add look like per source

“Far up funnel: I know you are probably not buying a home this year but I wanted to make sure all your questions are answered so when the time comes you have the tools in the toolchest to be successful in this industry. “

Sales Concepts:

Reverse engineering scripting. Everything is about helping a consumer identify a pain point and then helping them understand why and how to navigate that objection.

The power of repeating what you hear back to the consumer: Shows that you are paying attention and not trying to push them toward a sale

Using responses as tools to break the barrier:

“ im just looking... Cool! What are you looking for?”

“ Im waiting..... Great! What are you waiting for?”

Proper Buyer/Seller meeting invite:

Key components: Hot spots and pain points

1. 3 part question
 - a. Feel, felt found
 - b. Hot spot to use for relatability
 - c. Would something like that be helpful for you as well

Emotional Responses Require: FEEL, FELT, FOUND strategy

Analytical Responses require REPEAT, REASSURE, RESUME strategy

Sources:

Google PPC : High up in the funnel

- Google ads generally, searching on google for specific keywords

Zillow : Far down funnel. 2 Types of Zillows, approach is difference for both

- Nurtures: inquiries that isa from zillow didn't get ahold of
- Live connections: ALM, they want to see a place - book it!
- Showing experience- what does that look like? Goal - 2nd meeting

Homelight: Brawl between a ton of agents: Speed to lead and speed to meet is huge here

- First to meet and add value wins

Direct Website: Understand your name a bit. Branding is helpful, Break down the barrier

- Property specific? General questions?

Facebook / Instagram: Ads vs personal pages. Far up the funnel. Sold via cookies on the webpage.

- 30% of your feed is now suggestive content. Understanding that they are gearing further and further toward suggestive content vs friends content. Harder to get through to sphere organically.
- Set the obvious choice mentality and get the value pitch up front

Opcity : Live connections - Speed to lead and must answer

- Cheat code to the system to get more leads
- Must open all criteria
- Get the first lead and update app daily
- Add notes and the system will think you have tons of interactions and send you more.
- Once you close first one - you jump in points and quality of leads;. Hustle first 2 weeks