Conversion Mastery – The Proven Plan to Follow for Converting Your Leads
Why are we here?
To take your business to the next level.

How will we do that?
Coaching with proven strategies so YOU can set, achieve, and exceed YOUR transaction goals.
MDPP Team

Travis Robertson, Robertson Coaching International
Coach & Lead Presenter

Top real estate coach, Travis Robertson will weave proven success strategies with the Trulia tools you have invested in for the highest return on your investment. Travis has coached thousands of agents around the world, specializing in coaching agents into becoming 7-figure earners.

Dwight Braswell
Host & Product Expert

Bringing over 4 years of training, coaching and real estate experience, Dwight will be hosting all live webinars and he is your go-to for all Trulia product related questions.

Jessica Grimes
Producer

Jessica has been with MDPP since conception and produced all six seasons of the program, including: marketing, member Q&A and website content.
A little about me...

Travis Robertson
CEO and Founder of
Robertson Coaching International

/coachtravisrobertson
@travisro
travisrobertson.com
#mdpp

@travisro
Dangerous Thinking:

1. I tried ____________ and it doesn’t work.

2. Leads from ________________ don’t convert.

3. I can’t compete with [insert popular agent’s name here] using [insert strategy here].

4. I don’t have the time/money/team/resources/etc.
“100% of your excuses are 100% invalid.”
Conversion Fact:

Most leads are anywhere from **6-26 months** from being ready to make a decision to buy or sell.

Yet most agents need business in **6-26 days**.
Conversion Fact:

The majority of lead generation platforms and sources take at least 6 months to start creating a return on your investment.

If that sounds like it’s a long time to do something without a reward, you should quit now.
What is the GOAL of marketing?
Motivate your prospects to take the next step with you. **No matter what that next step is.**
How will you communicate with them until they’re ready to move forward?
Deadly Myth:

All online leads are just CRAP!
Truth:

The leads are not the problem.

It’s your lead nurturing system.
The Truth About Lead Follow Up

Number of attempts in the first 6 months: 1.2

Percentage who never receive any response: 43%

Source: Real Trends
3 Factors Will Determine Your Success
1 Speed to Lead
<table>
<thead>
<tr>
<th>Response Time</th>
<th>Conversion Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 1 Minute</td>
<td>+ 391%</td>
</tr>
<tr>
<td>2 Minutes</td>
<td>+ 160%</td>
</tr>
<tr>
<td>3 Minutes</td>
<td>+ 98%</td>
</tr>
<tr>
<td>30 Minutes</td>
<td>+ 62%</td>
</tr>
<tr>
<td>1 Hour</td>
<td>+ 36%</td>
</tr>
<tr>
<td>24 Hours</td>
<td>+ 17%</td>
</tr>
</tbody>
</table>
2
Number of Follow Up Attempts
Expert Follow Up Plan

2 calls/day, 5 days/wk, for 2 wks

3-5 emails in the first 2 wks

2-3 text messages in first 2 wks
The Value You Provide
Everything You Do Must Deliver Value.
3 Types of Leads

1. Buyers (Renters)
2. Sellers (Homeowners)
3. Both
Value for Buyers

1. Similar Listings
2. Real-Time Property Updates
3. Rental Buying Power
4. Lender Referrals
5. Market Trends/Updates
Value for Sellers

1. Market Evaluations (CMAs)
2. Real-Time Property Updates
3. Buying Power (Trade Up/Down)
4. Lender Referrals
5. Market Trends/Updates
Understanding, Avoiding and Breaking Down the Sales Wall
Sales Wall Example:

“Welcome to Nordstrom’s. Can I help you find anything?”
Pro Coaching Tip:

Never ask for permission to do your job!

“Would you like me to __________?”
“I’m in the process of putting together the information you requested and I need 2 quick minutes of your time so I can send this off and then I’ll let you get back to your day…”
“I’m just curious...”

“I’m just looking...”
“That’s great! And in my experience, many people become curious or start looking because they have at least some thought of buying/selling in the foreseeable future. Out of curiosity... if you were going to buy/sell, what would your timeframe be?”
Winning the client by creating an unfair competitive advantage
Pro Coaching Tip:

Your goal is not to fight fairly. It’s to make it so your competition becomes irrelevant.
1 Create a Conversion Marketing Plan.
Leverage Video
Include Direct Mail
Sample Pre-List Plan

1. Send BombBomb confirmation video email.
2. Mail pre-listing packet (certified mail).
3. Email client testimonial video.
4. Call to confirm the appointment the day before or day of.
Pro Coaching Tip:
Take action right now!
Download the scripts/templates* and start following up!

*Link to download will be emailed tomorrow morning
Pro Coaching Tip:

Do the best you can with what you have right now.

Build up to the full 2 week plan over time.
“What you say isn’t as important as actually saying something.”

-Travis Robertson
Q & A

Travis Robertson
CEO and Founder of Robertson Coaching International

/coachtravisrobertson @travisro travisrobertson.com
Login to your Trulia agent account and register for the entire webinar series!

Includes:
- Webinar recordings
- Notebooks & handouts
- Tip of the Week
- Member Resources
- Success Stories

MDPP Resources

Login to your Trulia agent account and register for the entire webinar series!

Includes:
- Webinar recordings
- Notebooks & handouts
- Tip of the Week
- Member Resources
- Success Stories

Join Us!
Register to join the program. You’ll be invited to all webinars and get access to exclusive member content.

Member Resources
Awesome tools for new members!

Tip of the Week
2015 Bigger, Better Real Estate Business Plan
Get a head start on a successful year with the 2015 Bigger, Better Real Estate Business Plan. The actionable plan includes goal setting and tracking worksheets!

Success Stories
Hear how members are leveraging MDPP to grow their business.

Ask a Question
For questions regarding the Million Dollar Pipeline program, email us today.

New to the Program?
Million Dollar Pipeline Program offers expert real estate coaching and resources for you to excel in lead generation, lead engagement, and run your business like a CEO.

Get started with the first workshop today.

Workshop Schedule
Live workshops starting March 2015!

Preview of Million Dollar Pipeline Program
Recorded
Watch the Webinar!

Converting Leads into Clients
March 16, 2015
Workshop #2

Effectively Marketing to Your Sphere
March 30, 2015
Workshop #4

Scaling Up Your Business
April 13, 2015
Workshop #6

Building a Million Dollar Pipeline
March 9, 2015
Workshop #1

Lead Generation: Finding Buyers and Sellers
March 23, 2015
Workshop #3

Generate Repeat and Referral Business
April 6, 2015
Workshop #5
Access the recording and workshop materials

- Login to Trulia agent account
- Trulia.com/mdpp will redirect to MDPP website
- Click on Workshop 2

Workshop Schedule

- Preview of Million Dollar Pipeline Program Recorded
- Watch the Webinar!

- Converting Leads into Clients
  March 16, 2015
  Workshop #2

- Effectively Marketing to Your Sphere
  March 30, 2015
  Workshop #4

- Generating Repeat and Referrals
  April 6, 2015
  Workshop #5

- Scaling Up Your Business
  April 13, 2015
  Workshop #6
How to find me...

Travis Robertson
CEO and Founder of Robertson Coaching International

/coachtravisrobertson
@travisro
travisrobertson.com

See you next week!