



# FOCUS: The Language of Lead Generation

We define and set ourselves apart by the way our communication is perceived.  
Knowing what to say and then...knowing HOW to say it brings your lead  
generation to a level of mastery.

# I Don't Know What to Say...

**Here are some reasons agents don't lead generate effectively and consistently:**

- They don't have an intention for their lead generation.
- They don't know how to open a conversation (and that includes email)
- They don't know what to say when the client is resistant.
- They overtalk instead of listening and asking questions.
- They have never learned about improving communication.
- They talk too much. Did I already say that? It cannot be overstated.
- They don't want to sound like a salesperson but don't know how not to.

# When You Don't Know What to Say...

- Be Relaxed and Conversational.
- Ask a lot of questions. Use clean questions, challenge questions and specific questions.
- Keep some successful words, phrases and scripts in a notebook in your work area.
- Be focused on what your **INTENTION** for the communication is.
- Warm up with a partner. The more you practice, the easier it becomes.



# Be Relaxed and Conversational

Pretend you are talking to your favorite aunt or uncle. Have a piece of information ready that is personal to them...a house that sold in their neighborhood, a compliment on their landscaping, or how many homes just went under contract in their area.



# Why Lead Generate with Past Clients/COI First?

From Business.com: Hanging on to existing customers is always going to be cheaper than chasing down new customers, but by how much?

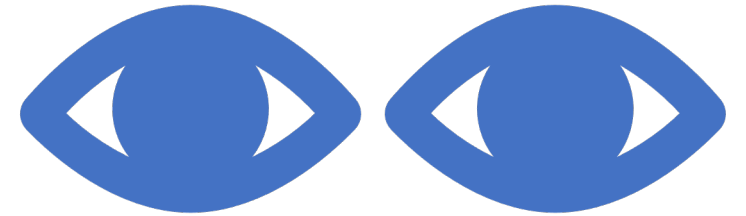
**The most commonly cited statistic says it's six to 7 times more expensive to acquire a new customer than it is to keep an existing one.** This makes sense when you consider:

- Repeat customers have already purchased from you in the past, which means they know how to find you and are aware of what you sell.
- You already have the customer's information, which makes it easier for you to reach them with targeted marketing and advertising.
- The average customer is more comfortable purchasing from a company or brand that they're familiar with than a brand new one.

# Make a list of every lead source you can think of in order of importance in your business

Look back at your last two years. Where did your business come from? By far, most agents report that the bulk of their business came from **Past clients and Center of Influence. Start there.**

- What will you say to them if you haven't reached out in several years?
- What will you say to them if you spoke to them last month?
- What will you say to them if they just closed on a house?
- What will you say to them if they gave you a referral?
- What will you say to them if you really don't remember them?
- What will you say to them if they are friends and family who have never given you any business?



# Keep the Conversation going with Conversation Threading

- Have you noticed that when people talk, they rarely tell you what they are thinking in a logical way from beginning to end. Maybe they start in the middle or talk about one thing and get lost in another.
- It's your role to lead the conversation, give them direction, and help them focus on priorities.
- There are many possible paths a conversation can take. In fact, it's possible to keep a conversation going forever without ever running out of things to discuss ***relevant*** to the prospect or client!

# Tips for Conversation Threading

**Here are good tips to help apply threading to your everyday conversation:**

**Actively listen for potential threads.** Be an engaged listener when someone is talking to you.

**Listen for the last few words** to extend the conversation.


**Avoid conversational narcissism** – That's when you are saying things like, "That happened to me too!"



# Mirror and Match with EVERY COMMUNICATION

When my niece hears my sister and I talking, she says we talk alike. Even though we have been separated by distance for years, when we get on the phone together or in person, our language has the same tone, the same cadence, the same speed, the same volume.

Have you tried mirroring and matching language with a client? Practice saying “Hello” to each other.



## Where can you find Scripts and Language Patterns?

- Go to YCMpedia and type “scripts” or “objection handlers.” into the search bar. You will find a treasure trove.
- Enroll in my NLP class, “Now What Do I Say?”. The first class has been revised and is free to attend via webinar on Friday.
- Write your own. Take note of what has worked well for you with past clients, center of influence, just listeds and solds, FSBO’s, absentee owners, investors, etc.
- Ask your coach...these moments when you don’t know what to say are ***exactly*** the reason you are in coaching.