

Content of Up and Running in Real Estate: When Lead Generating Methods, Processes, and Skills are Introduced

Time Line: When New Lead-Generating Activities Are Introduced

Each week during the *Up and Running* in Real Estate plan you will be lead generating at least 75 contacts. Here's the schedule of when *Up and Running* introduces and expects these lead- generating sources to be implemented:

Week One	Week Two	Week Three	Week Four
People you know	Circle prospect.	Focus: follow-up	FSBO

Time Line: When New Processes, Presentations, and Systems are Introduced

Week One	Week Two	Week Three	Week Four
Business plan/accountability Lead gen. plan 1-year goals and activities	Technology plan Create a database and populate it Marketing plan/social media plan Organization: Notebooks Core values/value to clients; personal marketing	Listing system Seller qualification Create follow-up plans for your prospects	Listing presentation Creating the market analysis Marketing the listing

Time Line: When Skills and Dialogues are Introduced

Week One	Week Two	Week Three	Week Four
Craft call to people you know Ask for a 'lead' Attach benefits Ask a question Probe	How to circle prospect The 'hum' technique AAA objection buster method	Qualify a seller Discover DBM Evaluate sellers Track seller progress	Prepare and give a listing presentation Answering pricing objections

Content of Up and Running in Real Estate: Timeline for weeks 5-8

Time Line: When New Lead-Generating Activities Are Introduced

Week Five	Week Six	Week Seven	Week Eight
Internet leads	Expired listings	Open house	Telephone techniques

Time Line: When New Processes, Presentations, and Systems are Introduced

Week Five	Week Six	Week Seven	Week Eight
Buyer system	Showing, negotiating, and closing	Open houses	Telephone techniques Marketing plan for Clients for Life
Buyer qualification			Accomplishments Next steps
Track buyer progress	How to contact an expired listing		

Time Line: When Skills and Dialogues are Introduced

Week Five	Week Six	Week Seven	Week Eight
Buyer qualification	How to contact expired listings	How to hold an open house	How to get an appointment from a phone inquiry
Evaluate buyer; establish buyer standards	How to answer expired listing objections	How to follow up after an open house	How to answer objections from a phone inquiry
Create a loyalty dialogue	How to present and negotiate the offer	How to answer objections in an open house	How to create a longer business plan
Handling buyer objections	How to help buyers to a decision		How to measure the results of your business plan and make changes
How to follow up on an Internet lead			