



Coaching Module #6

A large red right-angled triangle is positioned in the lower right quadrant of the page, pointing towards the top right corner. It contains the text "Marketing Onset" and "Inquiries and Listing Appointments" in white.

Marketing Onset

Inquiries and Listing Appointments

Coaching Modules

Module	When To Use
1. Market Analysis	Prospect or Newly Signed
2. Break-even Analysis	
3. Fast Track	Newly Signed
4. Post University: Business Plan Review	After University
5. Preparation for Opening	
6. Marketing Onset: Inquiries and Listing Appointments	1 st Month
7. Listing and Transaction Management	2 nd Month
8. Monthly KPI Report	3 rd – 6 th month
9. Troubleshooting	As needed

Marketing Onset

Purpose

In the first weeks after opening, your franchisee has moved from the planning stages into practice. Their marketing is in the works. They are probably excited and filled with anticipation, but overwhelmed.

The purpose of this coaching consultation is to evaluate:

- The effectiveness of the marketing by the number and source of leads
- The skill of the broker to convert leads

Your call will ensure that your franchisee is performing two key Help-U-Sell skills correctly —handling inquiries and getting listings. Those two skills are the keys to their — and your — success.

Take notes as you work through the consultation. Keep an on-going list of items to be followed up.

Coaching Template:

Use this coaching template for your conversations with the franchisee right after opening. The purpose of the call is to ensure the franchisee is successfully handling buyer and seller inquiries.

As you coach, emphasize the importance of handling calls as they were taught at University.

Human nature being what it is, some franchisees may want to fall back into practices that may be comfortable, but not aligned with the Help-U-Sell System; or they may want to change things if they don't have immediate success. It is best if franchisees implement the operating system as designed for at least six months before making any changes.

Beginning of Call

1. Get out folder on franchisee and review notes and commitments from previous conversation.
2. Greet and build rapport with franchisee.
3. Ask if their marketing came out as planned and their next month's marketing is on schedule. Take notes on the scheduled dates.
4. Ask if they are checking their Help-U-Sell emails for activity.

Activity Tracking

5. Ask if they have gotten any inquiries. If so:
 - How many were buyers and how many were sellers?
 - What were the sources of the inquiries?
 - How many seller inquiries resulted in a listing appointment?
 - How many buyer inquiries resulted in an appointment?
 - Were data sheets completed for the callers?

If the franchisee doesn't know the answers to these questions, ask about their phone and lead logs for tracking calls and disposition. Remedy this situation.

If data sheets were not completed, reinforce the importance of this task and remedy the situation

Seller Inquiries

6. Ask the franchisee to tell you about a seller inquiry that resulted in a listing appointment.
 - What did you say? What did they say?
 - What went smoothly on the call? What gave you trouble?
 - Did you get the listing? Why or why not?
 - What do you plan to do differently next time?

7. Ask the franchisee to tell you about a call that didn't result in a listing appointment.
- What did you say? What did they say?
 - What went smoothly on the call? What gave you trouble?
 - What do you plan to do differently next time?

Coaching Tips

Don't be afraid to correct the franchisee or tell them exactly what to say. Encourage them to listen to the Advanced Listing Techniques CD again. Practice a call with the franchisee as necessary. Tell them to tape the phone script to the desk.

Listing Appointments

8. Ask the franchisee to tell you about a seller appointment that resulted in a listing.
- What did you say? What did they say?
 - What went smoothly on the call? What gave you trouble?
 - What do you plan to do differently next time?
9. Ask the franchisee to tell you about a seller appointment that didn't result in a listing.
- What did you say? What did they say?
 - What went smoothly on the call? What gave you trouble?
 - What do you plan to do differently next time?

Coaching Tips

Don't be afraid to correct the franchisee or tell them exactly what to say. Encourage them to listen to the Advanced Listing Techniques CD again. Practice a call with the franchisee as necessary. For additional training, you might consider having the franchisee go on a listing appointment with another office in the area.

Cost / Value of Leads and Appointments

10. Determine the cost of getting leads. Use the template below for your calculations. Share the number with your franchisee.

Seller Leads

Source	Number of SELLER leads	÷	Cost	=	Cost/Lead
<i>Example</i>	7	÷	\$1,475	=	\$211
ETM 1		÷		=	
ETM 2		÷		=	

11. Determine the value of the leads to the franchisee and the return on investment (ROI). Use the template below for your calculations. Share the numbers with your franchisee.

Seller LEADS By Source:

ETM Direct Mail

Number of seller inquiries from ETM	Appointments	Conversion Ratio (Inquiries ÷ Appointments)
10	7	.7

Appointments	x	Fee	=	Potential value of inquiries	÷	Cost of ETM	=	ROI	Number of listings from ETM
7		2750		19,250		2955		6.5 to 1	7

ETM Insert Shopper

Number of seller inquiries from ETM	Appointments	Conversion Ratio (Inquiries ÷ Appointments)
4	3	.7

Appointments	x	Fee	=	Potential value of inquiries	÷	Cost of ETM	=	ROI	Number of listings from ETM
4		2750		8,250		1,820		5 to 1	2

Seller SALES By Source:

ETM Direct Mail

Number of listings from ETM	Number of listings that sell	x	Fee	=	Total value of listings	÷	Cost of ETM	=	ROI
7	6		2750		16,500		2955		5.6 to 1

ETM Insert Shopper

Number of listings from ETM	Number of listings that sell	x	Fee	=	Total value of listings	÷	Cost of ETM	=	ROI
2	2		2750		5500		1820		3 to 1

Buyer Inquiries

12. Ask the franchisee to tell you about a buyer inquiry that resulted in a buyer appointment.
- What did you say? What did they say?
 - What went smoothly on the call? What gave you trouble?
 - What do you plan to do differently next time?
13. Ask the franchisee to tell you about a buyer inquiry that didn't result in a buyer appointment.
- What did you say? What did they say?
 - What went smoothly on the call? What gave you trouble?
 - What do you plan to do differently next time?

Coaching Tips

Don't be afraid to correct the franchisee or tell them exactly what to say. Practice a call with the franchisee as necessary. Tell them to tape the phone script to the desk.

14. Ask if the franchisee is using the power of the website to capture leads, i.e. explaining that:
- The website will show them exclusive Help-U-Sell listings as well those of all other real estate brokers.
 - The website has a feature that will automatically alert buyers when properties that meet their specifications come on the market.

Buyer Brokerage Contracts

15. Ask the franchisee to tell you about a buyer appointment that resulted in a buyer brokerage contract.
- What did you say? What did they say?
 - What went smoothly on the call? What gave you trouble?
 - What do you plan to do differently next time?
16. Ask the franchisee to tell you about a buyer appointment that didn't result in a buyer brokerage contract.
- What did you say? What did they say?
 - What went smoothly on the call? What gave you trouble?
 - What do you plan to do differently next time?

Coaching Tips

Don't be afraid to correct the franchisee or tell them exactly what to say. Role play with the franchisee as necessary.

17. Ask if the franchisee if they have a system to incubate buyer leads.

Coaching Tips

Explain that to incubate a buyer lead means to take a buyer who cannot currently buy due to credit or financial issues, and work with them over time to get them ready and able. Explain that this process develops loyalty and can result in added sales in subsequent years.

Wrap-Up

18. Ask if the franchisee has any questions or concerns.
19. Remind the franchisee to send you copies of all their advertising, including the property ads for their listings. Remind them to write three ads for each property and rotate their publication.
20. Remind the franchisee that the next coaching call will focus on how listings are being handled. Set appointment for next call.
21. Remind the franchisee about compliance issues:
- Monthly Report
 - Minimum Royalty Payment
 - Copy of all marketing materials to you for review.
22. Review items to be completed. Gain commitment.
23. Close conversation on upbeat note. Reassure franchisee.
24. Take / complete notes in franchisee folder. Keep an on-going list of items to be followed up.

Coaching Tips

If you've made adjustments in their dialogs and/or presentations, be sure to put these changes on your follow-up list. Ask about them first thing in the next call.

Taking and Keeping Notes

There are several ways to keep notes on franchisees. Some coaches prefer a manual system in which they take notes by hand and file them in the designated office's folder. These folders are kept in alphabetical order in a portable file drawer or box.

Other coaches prefer to type of their notes in WORD, either during the consultation or immediately after. The advantage of this method is that you can transmit information quickly via email.

Find a method that works well for you.