

# 3 Lead generation programs for results

## Two groups of people:

1. MET
2. HAVEN'T MET

## Three lead Models / programs:

- 8 x8 Model
- 24 Touch Model
- 12 Direct Model

Selling is a Contact Sport – You have to make contact to win!

## 8 x 8 Program:

- Everyone you know goes in (Met)
  - Establish the relationship.
  - Cement who you are & the opportunities
  - Your business presents for them
  - Once p/wk x 8 weeks make meaningful contact via
  - Letter, card, call, email:
  - Intro, Brochure, Stats, Viral Mail, Prop Report, Article, Newsletter, Call, Alerts, Tip, Give away (not throw away) Call.
- Move to 24 Touch Program

## 24 Touch Program:

- Year round contact with your Mets
- Each touch includes reminder for referrals
- Items sent are valuable or useful, personal
- Expect 2 sales per 12 in 24 T Program
- 1 Repeat, one Referral
- 50 Sales from 300 in 24 Touch. 12:1
- If you aren't doing this, what program are you following?

## 12 Direct Program:

- How to work the Haven't Met contacts
- 12 Direct pieces of mail annually.
- Includes databases, mailing lists, groups.
- Highly leveraged mass lead generation.
- No personal calls, so reach 1000's more than
- Met base
- Expect 1 sales per 50 in 12 D Program
- 50 Sales from 2500 in 12 D p/a. 50:1
- Key word is SYSTEMATIC

## Lead Generation Program:

Run it aggressively to become a Millionaire Agent. All leads go into your 8x8 to establish a relationship. Names then added to Met & get 24 Touch treatment (12:2).

On the other side, marketing to Haven't Mets using 12 Direct Program (50:1)

1,920 in Mets 24 Touch or  
16,000 in Haven't Met or  
combination of both,  
= 320 deals p/a  
or simply both  
= 640 deals p/a

# Campaigns to apply to your business

- 21 Day campaign
- 1 week campaign
- Pipeline hour
- Telethons
- SMS campaigns
- Viral Campaign
- Super promo
- Diary Campaign
- COI Campaign
- Trade show expo
- Network group weekly
- Survey

## The FORD Method

F = Family (Spouse, Kids, Pets, Parents)

O =Occupation

R =Recreation (Ski, Fish, Travel)

D =Dreams (Real Estate Dreams, Lottery)

Flood Prospects with Viral (value adding) information, which they might pass on to others.

## Tod Duncan quote

“There is no better method of calculating a persons probability for success than by observing what he or she does with regularity during the hours of every day. The secret to your success lies hidden in your daily routine. The things you do every day determine your success”.

## 21 Days of prospecting

- People you pay
- People who pay you
- Professionals
- Organisations you belong to
- Social acquaintances
- School mates
- Relatives
- Spouses organisation
- Recreational contacts
- Military buddies
- Present clients
- Newlyweds
- Cold canvas
- Referrals
- New bus owners
- Promotions
- Business cards
- New homeowners
- Cancellations
- The house next door
- Recruit more people

# Yesterday ended last night!

Where do you get your customers?

Newspaper ads  
Showday  
Business cards  
Boards  
Sold badge  
Radio  
Experts  
Emails  
Leads for others  
Flyers  
Networking  
Events  
Articles  
Power nights  
Clubs/ Associations  
Talks  
Referrals  
Centre of Influence – COI  
Bird dogs (people who are networkers)  
Birthday cards (hand written)  
Alliances  
Viral tools  
Groups  
Expo's  
Super Promo's  
Internet  
Balloon blitz  
Blog  
Twitter  
Facebook

## The current situation in SA

Interest Rates down 5% since December '08  
Each 1% cut = R704.90 p/m per R1 million bonded

5% = R3520 p/m saving  
SA not seen 10.5% (lowest in 20 years) April '05

Bond Repayment  
July '08 R1 million – R13539  
July '09 R1 million – R9984

Saving: R3555 p/m

Earnings  
July '08 R45 129 – R1 million  
July '09 R34 000 – R1 million

Difference: R11 129 p/m

Interest on R1 million  
July '08 R2 249 000  
July '09 R1 477 000

Difference: R802 000 over 20years

# The Dow perfect business (10 credentials)

Sell to the world  
In elastic demand  
Low labor  
Continuing human / animal need  
Difficult to copy  
Low overhead  
Does not require huge cash  
Cash business  
Portable  
Intellectual & emotionally challenging

## References from Cherie's Oct / Nov talk

- References
- Robert Kiyasaki
- John Maxwell – Leadership Series
- Be a Winner
- Budget for Marketing
- Re-Imagine
- The Millionaire Agent
- Speakers for “The Leadership Summit”
- The Parable of the Pipeline
- Marketing & Sales
- The High profile approach
- The Internet
- Various Motivational CD's
- Life, People, Leaders

## Roadshow quotes

“You have to track your numbers.”  
Bill Ryan – Sales volume – \$54 million

“I run it like a business. I track all my numbers on a big board in my office...”  
Cristina Martinez – Sales volume – \$136.3 million

“Invest in yourself. Market your name and presence.”  
Elaine Northrop – Sales volume – \$71 million

“We've learned to play the numbers game. The more we play it, the more success we have.”  
Jim and Linda McKissack – Sales volume – \$34.2 million

“If you don't have a network, you won't be successful.”  
William Barnes – Sales volume – \$59 million

“We begin with the end in mind. We know the numbers we must hit and we never lose sight of them.”  
Chris Cormack – Sales volume – \$70 million

“I see no limit to the size of my business. My vision is to build a business that my children can take over and that will still pay an income to my husband and me.”  
Rachel DeHanas – Sales volume – \$52 million

“If you don't have a dream, your life will be about your problems. Your future organises you now – it is the power of the future pull.”  
Tim Wood – Sales volume – \$38 million

“I learned to use creative visualization. I saw my success. I pictured my life getting much better. The more I made those pictures happen, the more I created a new life for myself.”  
Elaine Northrop – Sales volume – \$71 million

“I've always thought big. The opportunities in real estate are limitless”  
Gregg Neuman – Sales volume – \$113 million

People need to stop wasting focus on what they could have done and focus on what they can change, now.”  
Russell Shaw – Sales volume – \$50.6 million