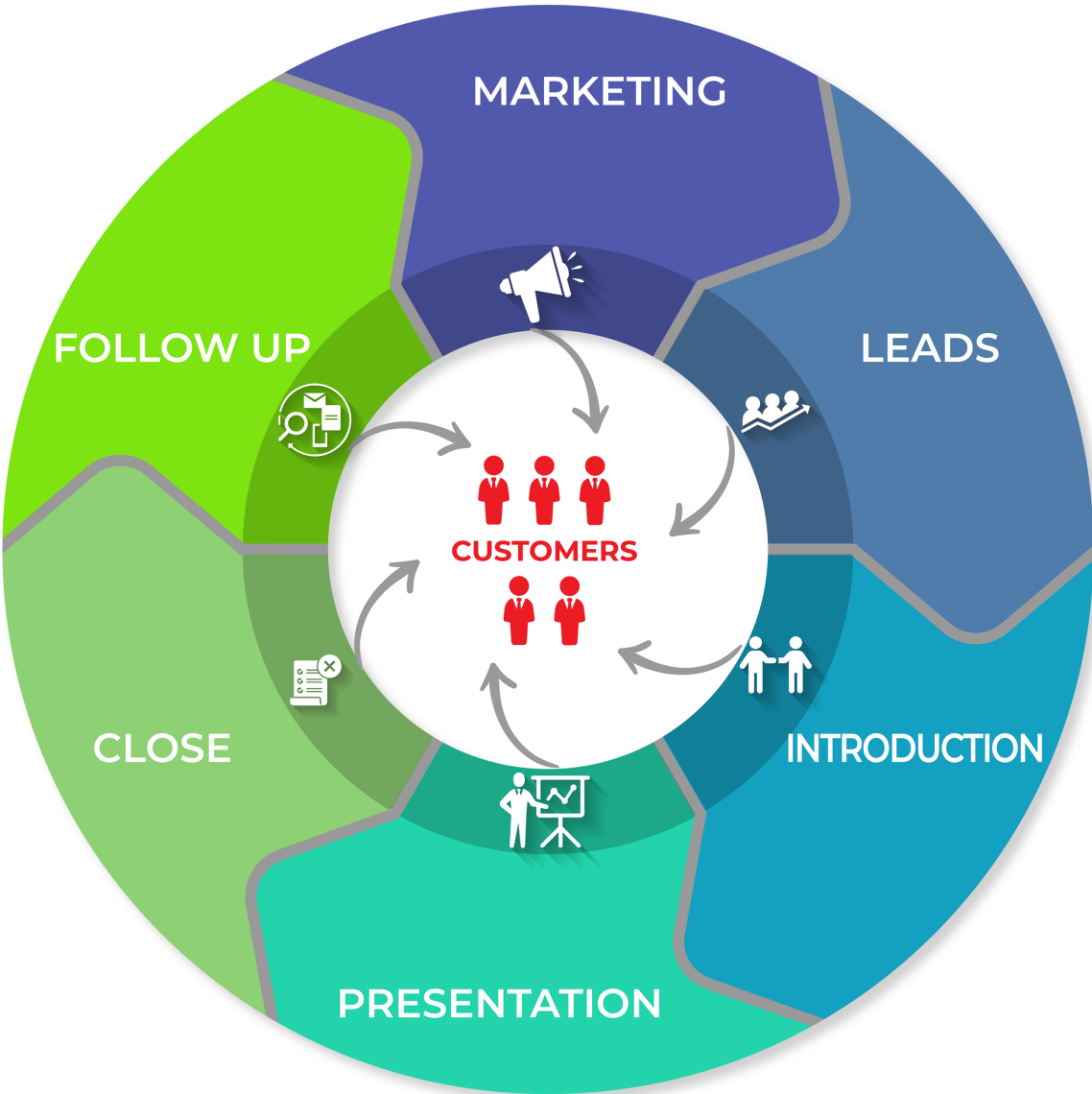


TAKING ADVANTAGE OF LEADS



The 4 Levels of the Human Mind

The 4 Levels of the Human Mind are Closed, Open, Confident and Belief.
Generating leads from referrals is a great way of building your lead funnels.

How will I use the 4 levels and how will I create leads from them?



Closed



Open



Confident



Belief

Answering: *How much is it?*

Remember, when a client asks about the price, they are usually asking for more information. Respond by answering the price question without the price, but also using the techniques in the power of questions, in other words, answering and giving prospects the answers and more information.

List 5 ways you can answer "how much is it?":

1:

2:

3:

4:

5:

The 4 Levels of the Human Mind

Gathering information on a potential client shows initiative and a willingness to get the job done. Use this system to create the buying environment.

Quickly collect information about your potential leads.

Who	_____
What	_____
When	_____
Where	_____
How	_____
Why	_____
WIIFM	_____

What are Facts and Information You Can Share

Generating Referrals

Ask for referrals. If you can, they are a great way to warm up prospects. It might be hard, but it will get easier, especially with a good outline of what you will say.

Write a draft or bullet points of your referral question here:

Who else do you know that may be interested in XYZ?

**Take a look at what you've written.
Make sure you've covered all points and validated yourself.
Would this instil confidence in you?
*Test it out with a partner or colleague!***

Working Your Zones

Analysing existing clients, locations, and types of sales will establish your cold, warm, and HOT zones. Where you have had business before, that's where you will get even more business again. Your HOT zone is full of leads, either inbound or outbound leads.

Use this system to collect information about your zones for leads.

Clients that you've had the most success with:

Locations where you've been successful:

What types of people have you had success with?

Where will I have my best chance of success?

Cold calling sucks!

There's a better way.

Turn leads into warm leads by using inference from existing clients.
 Write some scripts to help you warm and open up leads.

Write below the reason your calling, remember, create inference:

I was talking to ???, and they believe this will interest you also!

Prioritising Leads

Responding to enquiries within the first 24 hours is important for capturing leads.
 Let's take a look at your last 5 leads, what were the response times?

1: Days [] Hours [] Minutes []

2: Days [] Hours [] Minutes []

3: Days [] Hours [] Minutes []

4: Days [] Hours [] Minutes []

5: Days [] Hours [] Minutes []

Average Days [] Hours [] Minutes []



Prioritising Leads

Jumping on leads is extremely important.

If you're working hard on another project, it's still important to get those first responses back in a good time, the quicker the better - a quick response can be used as a back up for initial enquiries (make sure to at minimum personalise the name and something about their project when using)

Write your quick response below:

Thank you for your email, I will do some research on XYZ and get back to you later today.

Leads



Notes 

A large rectangular area with a thick blue border, containing 20 horizontal blue lines for writing notes.