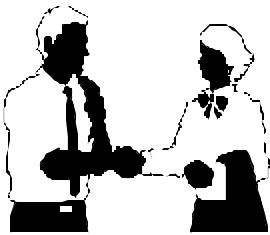


- Prioritizing Pager Calls
- Creating Rapport and Empathy
- Just Do It

1. Import your call detail using the Raw format
2. Need help or have a question? Leave us an email

arch Real Estate News

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Creating the Conversion...

*How to Turn the Suspect into a Prospect into a Conversion...
In 3 Easy Steps!*

- San Diego, CA. May 15, 1997

Joe Diaz, his wife Sarah and their two sons have decided to buy a new home. Their three bedroom, two-bath house is just too small... especially in the bath area! Joe has a good job, owns substantial equity in his current residence and decides the time is right to search for the family's "dream home". Sarah initiates the search... she scours newspaper and local magazine homes ads... she sees a property she likes but hesitates to call the agent until she can confer with her husband. She drives by a yard sign... decides to call the agent but he's out in the field - no access. Sarah eyes an ad in her local homes magazine... the ad grabs her attention... it offers FREE recorded information on the homes... 24 hours... she calls the ad and hears the agents prerecorded talking ad. The house sounds perfect... except for one flaw... only two bathrooms! Sarah's feeling tortured... if there was only an additional bath... three men - two bathrooms... never again! Moments later her phone rings... its Bob Baron, of Red Baron Realty Group, the agent whose recorded homes ad she just called! She finds it interesting this agent... whom she didn't leave a message for calls her first! Bob is friendly and courteous... and asks her what she thought of the home. Sarah replies... "Sounded great... except we are looking for a home with a minimum of three baths... but thanks for calling me!" Bob isn't prepared... he doesn't think quickly enough... he thanks her for her time and hangs up the phone. Bob proceeds to

beat himself up for the next hour thinking of question after question he should have asked... but didn't. Why?

(The names, dates and places have been changed to protect the innocent)

Thousands of Dollars in Commissions are Due to You... You Have Done the Hard Work To Generate the Attention... Grab The Interest... Now its Time to Pick Up the Cash!

Thousands of dollars of your hard-earned commissions are being lost to the competition if you are not expeditiously following-up on your Powerline leads. Unfortunately, falling behind on lead follow-up is easy... especially if you wait until the end of the week or worse the end of the month to begin callbacks.

The key to maximizing your dollar productivity with Powerline is to callback your leads as they occur... utilizing the power of the pager to notify you of a real-time inquiry. By following-up immediately you will experience several powerful results. One, you increase the hit-rate of making contact three-fold because the prospect who called is still at the location of the call origination. Two, you catch the prospect at their peak of interest, while they are at a heightened emotional state... receptive to discussing

their real estate needs. Three, you can generate 20% additional new listings simply by asking the prospect if they are going to sell their current home before buying a new home... effectively taking listings off the market before they become competitive. (One agent's intuitiveness has taught her that listings over 200K are not first time homebuyers and will have to sell before buying)

Another agent, whose been a Powerline subscriber for over 3 years, was producing 20 million plus in annual sales *before* utilizing Powerline. When you sell over 20 million... you are doing most everything right! The only way to increase her business was to become more dollar productive... to eliminate non-revenue generating activities. This year she's on target to exceed 40 million! Why? She says because of a simple golden rule. **Step 1 to ensure success:** Activate your pager and follow up on the lead within minutes of inquiry.

The Agent Who Builds Rapport With Sincerity and Humanity Wins Over Slick Sales Dialogue Every Time!

Once you have called the prospect back build rapport by asking open-ended questions that require the prospect to disclose details about themselves, their

needs or wants. One of the most important steps in a successful sales transaction is exploring... discovery of your prospects desires. Don't begin the conversation by asking close-ended questions... questions that can be answered with a "yes" or "no". Begin the conversation by exploring the prospects needs, wants and desires. Remember... people are not interested in talking about you or your accomplishments until you have built rapport.

Be sincere and human. Empathy is created when people feel you have a sincere interest in their needs and wants.

Some great rapport building questions are:

1. So I'm sure to direct homes of interest... what must you absolutely have in your next home purchase? What would be nice... but you could live without? Finally, what would be on your dream list? (If you can fulfil the musts, a few of the wants and maybe a dream or two, you win)
2. Do you have any children? If so, let me familiarize you with the schools/hospitals/parks in the area...

Step 2 to ensure success: Build rapport by being sincere and exploring the needs of your prospect before you say a word about yourself.

Just Do It!

At some point in your life you have to ask yourself what's more important... working 24 hours 7 days a week, having the quality of life you desire or just maintaining your sanity.

If you are simply too busy to expeditiously follow-up on your leads then delegate the responsibility. If you can... form a business relationship with your lender, let them help with the legwork and better yet... prequalify your leads. Hire an assistant and incentivize them by offering a bonus for every lead that converts.

But... Just Do It!

The agent who follows-up expeditiously, sincerely cares about the prospect, provides a high level of customer service, is enthusiastic and friendly... wins... hands down!

And... if you are going to play... play to win. Real estate is just too competitive not to!

Importing Call Detail Logs via the Internet

To import a call detail via the Internet, follow these steps to ensure the data is inserted into your contact management program properly. First, access your data via the arch website, www.archtelecom.com Click on the Internet services link, then the IVR detail link. You will have a choice of two formats. The Full Feature format is fine for printing directly from your browser onto a laser printer. For importing data into a contact management program or spread sheet, use the Raw format. Enter your 800 number (with no punctuation, hyphens or parentheses) and use the same password as when accessing by telephone. Once the data appears, use the menu function "save as". Save the file under your desired name as a csv (comma separated variable or txt (text) file onto your hard-drive. Open the contact management program you want to import the data into. Open your new named file directly into the program. Some spreadsheet programs displace the header information, but this shouldn't be a problem, you can just manipulate it back into place. We will be working on enabling all spreadsheet programs to place the header information correctly as soon as possible. If you have any questions please give us a call at (800) 882-9155 our email us at:
 Technical Questions
support@archtelecom.com
 Billing Questions
kend@archtelecom.com
 Sales Questions
stevec@archtelecom.com
 Marketing Help Questions
scottb@archtelecom.com

If you have any ideas or suggestions on features you would like to see the IVR Internet Call Detail provide you, please give us a call or leave an email at stevec@archtelecom.com We would love to hear from you!

Raise Your Hand... We Are Here To Help!

The only reason Powerline exists is to put more money in your pocket! Powerline isn't a glossy brochure, it doesn't improve your image or reputations... but the profits you reap certainly will!

Arch has recently hired Jenny Layne, whose sole specific duty is to show Powerline users how to put more money in their pocket utilizing the program. Jenny will be proactively calling our customers, but please... if you need help in any aspect of the program... raise your hand and give us a call.

The strategies developed in the Powerline program are not traditional... however, they were developed by some of the best and most innovative agents every to list and sell property!

They are proven to work, so exploit this opportunity! Jenny will show you how to place ads that generate over 300% more inquiries than your traditional advertising. How to record ads that stimulate calls-to-action from shy-buyers, how to get prospects to directly connect to you to eliminate lost leads, how to develop customer for life rapport on callbacks. How to win 90% of your competitive listings utilizing one of the most powerful listing presentations ever... (if you aren't using Powerline in your listing presentations... please give us a call... you'll be amazed how simple and effective this works) and grab new listings before they ever hit the market!

We are committed to helping you reach your goals... after all our success depends upon your success!

