



## Top 5 Mistakes that Agents Make with their Leads

### 1. They Ask Closed-Ended Questions

A closed-ended question is anything that someone could answer “yes” or “no” to. It’s a dead end conversation. Consider the difference between “Can I help you with your home search” and “HOW can I help you with your home search?” The first question can lead to the door being slammed in your face. The second question opens up the conversation for you to learn more about the lead’s situation.

### 2. They Don’t Listen to Understand

Many times a lead will tell you more than what you’ve already asked, so it’s essential that you listen to understand, rather than just think about the next question you’re going to ask. It’s important to have empathy and sympathy for your lead’s challenges and nothing destroys this more than asking something that they’ve already told you.

### 3. They Talk About Themselves Instead of Inquiring About the Leads Needs & Motivation

You might be very proud of your company or your accomplishments, but to be completely honest, the lead does not care. They searched for “homes for sale” not “realtors for hire” so stop talking about yourself. Your conversation needs to be all about the other person on the line. Focus on what their needs and motivations are so you can learn how you can help them solve their real estate problems.

### 4. They Make Weak Recommendations

Prescription without diagnoses is malpractice. Not only is it important to make the RIGHT recommendation, but you must use the correct wording and deliver it in a professional and authoritative tone. If you were to transcribe your recommendation, it should finish with a period or exclamation, not a question mark.

### 5. They Invest Too Much Time with Unmotivated Leads

The more dials, the more contacts, the more conversations, the more opportunities...BUT you can’t “paint the rock” gold, you’re here to find real actual gold! Spending more time with an unmotivated lead isn’t going to suddenly make them more motivated. Know when and how to conclude the conversation with these Chatty Cathys so you can move forward to the next call.