

# KEEP IT SIMPLE WITHOUT GETTING LEFT BEHIND:

WHAT ARE YOU DOING WRONG WITH YOUR CRM?

Thursday, April 19, 2018





# LASSO CRM

## The Power of Your Database

Understanding the information in your CRM.  
Improving your sales process by analyzing your data.

Dave Betcher, Vice President, Lasso CRM  
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# THE STATE OF ONLINE LEAD FOLLOW-UP 2018

Lead volume and quality are important precursors to sales, but the quality of follow-up and process you use to manage prospects also has a big impact on sales. In conjunction with Builder Partnerships, we surveyed builders to uncover what role was following up with leads, what systems they were using to manage them, how satisfied they were with follow-up, and how well leads were converting to appointment and contract.

## WHERE ARE LEADS COMING FROM?

Most home builders ranked their website as the primary lead source for their business. Other popular lead sources mentioned included REALTORS as well as Word of Mouth/Referrals.



- 1 Website
- 2 Realtors
- 3 Word of Mouth Referrals
- 4 Other Online Sites
- 5 Traditional Advertisements
- 6 Other Sources



## WHO IS FOLLOWING UP WITH ONLINE LEADS?

ONLY 1 IN 5 BUILDERS USE AN ONLINE SALES COUNSELOR TO FOLLOW UP WITH THEIR ONLINE LEADS. **62%** OF BUILDERS REPORT USING ON-SITE SALES AGENTS.



## SATISFACTION WITH FOLLOW UP

BUILDERS IN THE SURVEY WERE ONLY SOMEWHAT SATISFIED WITH LEAD FOLLOW UP. THE AVERAGE RATING WAS **6.7 OUT OF 10**.



## 48 PERCENT

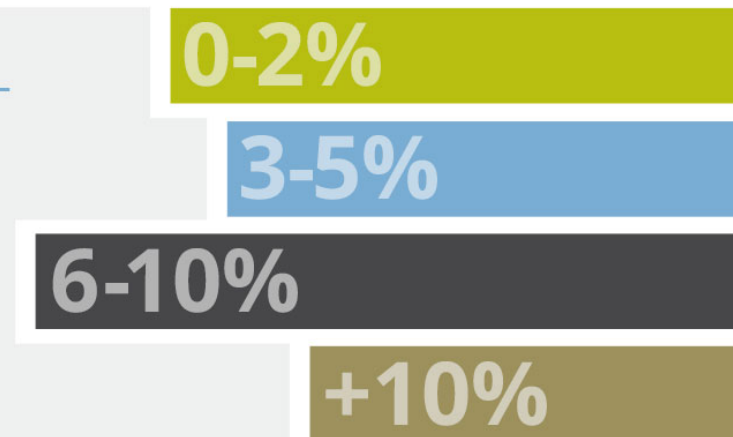
OF BUILDERS ARE USING A **CRM** TO MANAGE LEADS. **1 IN 3** REPORTED USING SPREADSHEETS OR NO SYSTEM AT ALL.

## ONLINE LEAD TO APPOINTMENT CONVERSION RATE



## ONLINE LEAD TO CONTRACT CONVERSION RATE

Almost half of the builders reported that at least **6%** of their online leads converted to a contract



# THE HARD REALITY

The undeniable truth is that most home or home site sales occur as a result of multiple contacts.

It isn't the responsibility of the prospects to come back or call back. They normally won't do it. They will forget you, procrastinate or, even worse, get involved with another salesperson. That's why you must have a strategy to initiate all contacts, call- backs, and appointments.

Your current customers and prospects are also other salespeople's prospects.

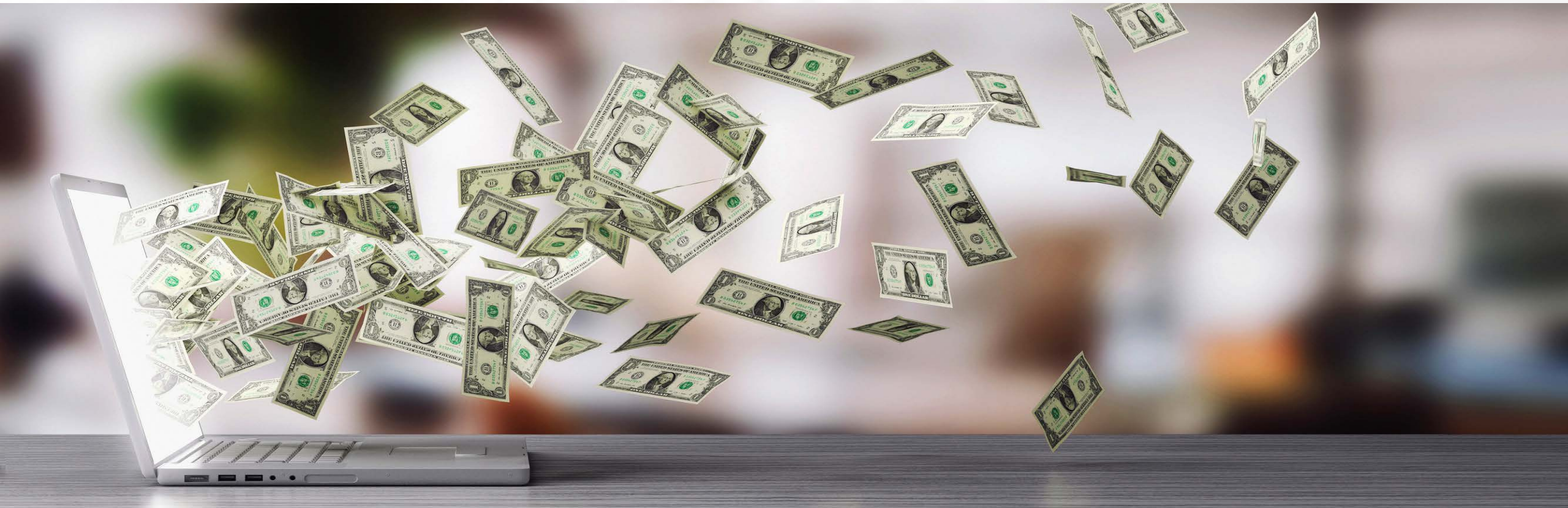
Therefore, persistence and consistency are the keys to keeping a meaningful relationship. The moment you stop calling or writing is the moment they become involved with another sales professional.

**PERSISTENCE AND CONSISTENCY ARE THE KEYS TO KEEPING A MEANINGFUL RELATIONSHIP**

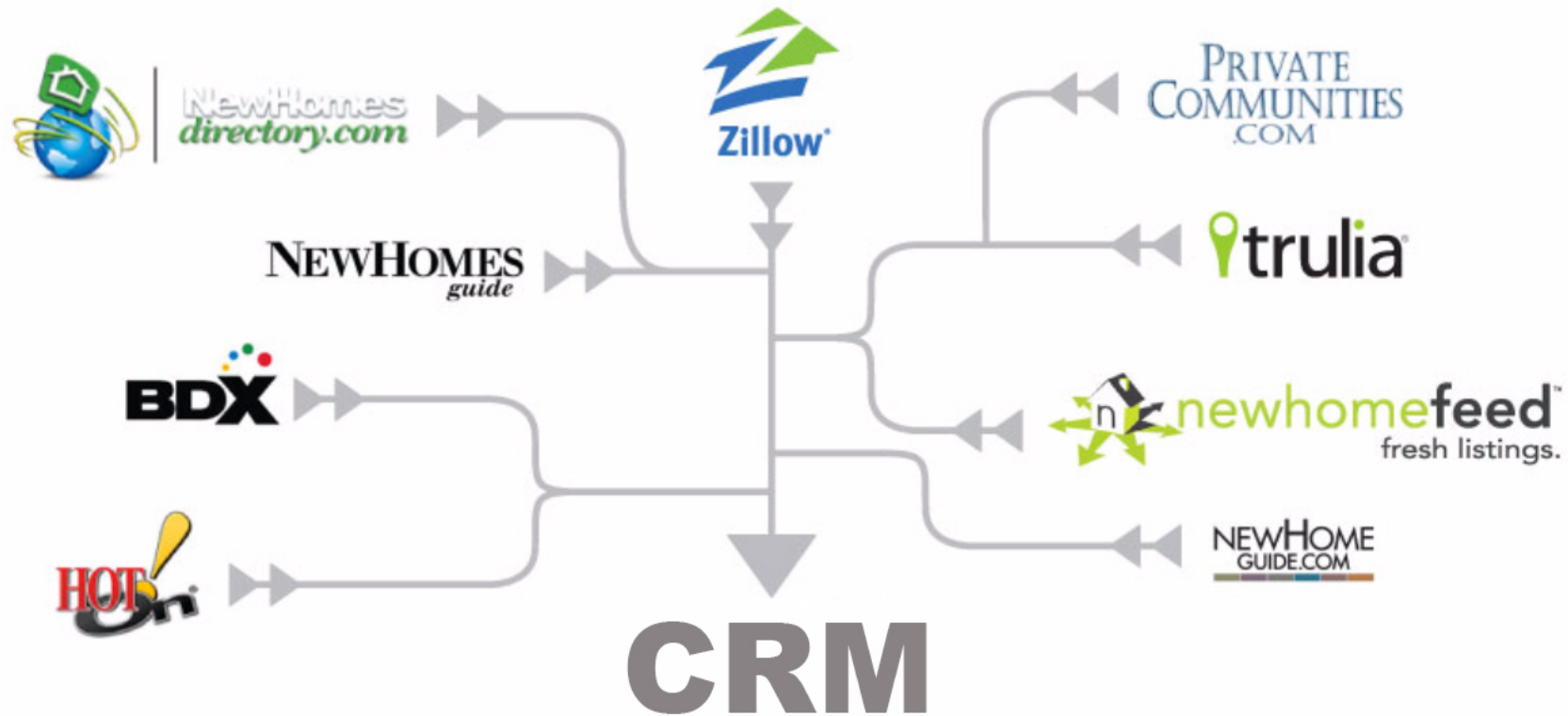
- Myers Barnes



# WHAT DOES A LEAD COST?



# WHERE ARE MY LEADS COMING FROM





## THE REAL NUMBERS

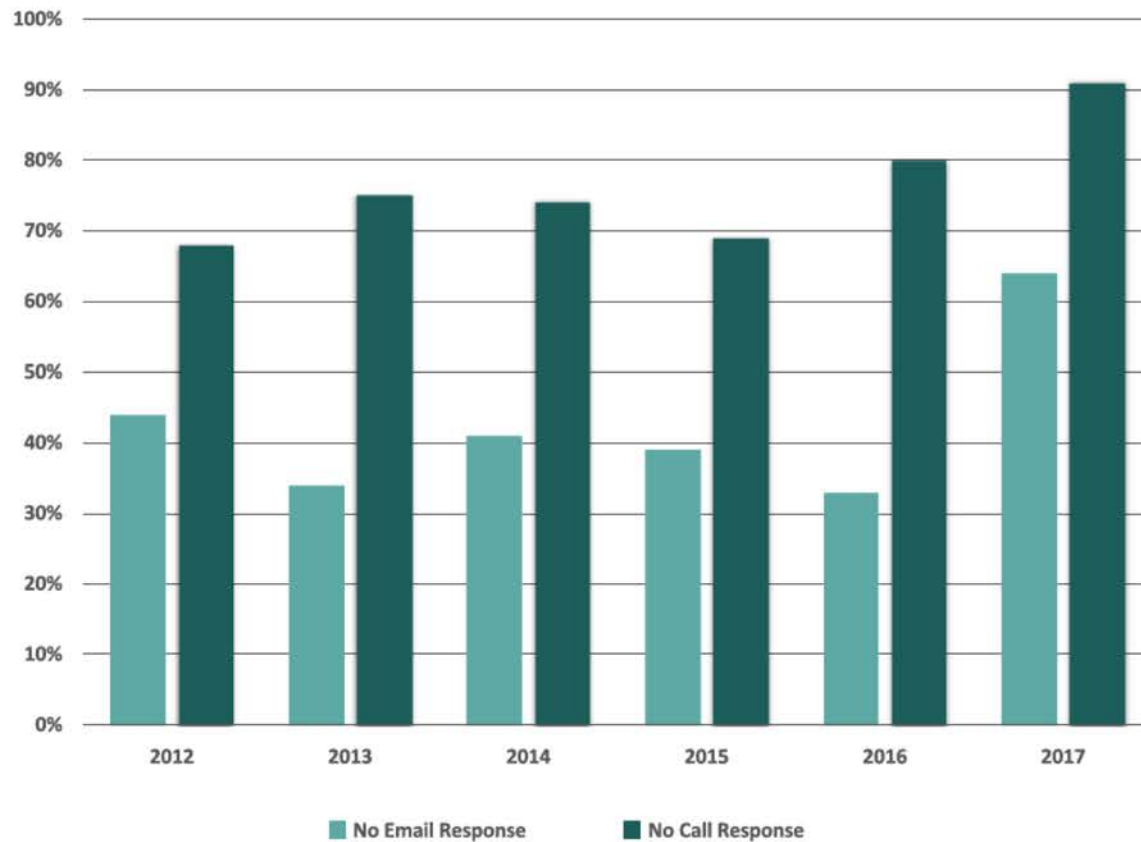


# WHAT DOES A LEAD COST?

Community	1
Number of Closings	100
Average number of monthly leads (online/walk-in)	75
Average home price across all communities	\$500,000
Gross Revenue	\$50,000,000
Mktg budget	1%
Avg mktg spend	\$500,000
Total # of Leads	1,800
Cost Per Lead	\$278

# THE REAL REALITY

## OVERALL RESULTS



## 2017 RESULTS



64%  
**NEVER EMAILED**



91%  
**NEVER CALLED**

# WHY DO MY SALES REPS HATE USING MY CRM?

- Takes too much time
- Not intuitive
- Accountability
- Visibility
- No training
- No involvement in selection
- No clear objectives



# WHY SHOULD MY SALES REPS LOVE MY CRM?

- Centralized access
- Increased productivity
- Makes them look professional
- Generate more sales
- Much happier prospects
- Helps them remember





## HOW TO ENSURE MY SALES TEAMS USE OUR CRM

- ✓ Set Realistic Expectation
- ✓ Treat Each Sales Rep Individually
- ✓ Keep It Simple
- ✓ Engage Your Sales Team in the Process
- ✓ Hold Firm

# NOW WHAT DO I DO?



The importance of a systematic approach

# NOW WHAT DO I DO? UNDERSTANDING MY LEADS





# UNDERSTANDING THE PROSPECT PROFILE – THE BASICS

- Prospect detail
  - At least get the basics - Name / Phone number/email address
- Source of the lead
  - Walk In / Zillow / Facebook / Website
- Do my sales teams know what my ratings mean?
  - No ambiguity, can't be vague, be descriptive
  - All leads get rated – no exceptions
  - Are my sales people afraid to call someone an A?
- Have the registration form questions been answered?
  - Do I know how people heard about us?
- Do I have a follow up process for each prospect type?














# NOW WHAT DO I DO?



## ONLINE LEAD FOLLOW-UP PROCESS

The buying process starts long before a prospect signs up on your website. A person may have visited your site multiple times, compared several homes, driven by your communities, then finally taken the plunge and registered. A quick, professional follow-up establishes their value and your credibility. Provide them with information they can't find on your website - be the expert.

<b>Day 0</b> Auto-reply email: Thanks for registering.		<b>Day 6</b> Email: Floor plans, features, photos.	
<b>Day 0</b> Call: Schedule an appointment.		<b>Day 14</b> Email: Builder story.	
<b>Day 0</b> Email: Identify and answer questions.		<b>Day 14</b> Re-evaluate Rating.	
<b>Day 2</b> Video Email: Community overview.		<b>Day 30</b> Call: Staying in touch.	
<b>Day 4</b> Call: Did you get my email?		<b>Day 30</b> Re-evaluate Rating.	
		<b>Day 45</b> Email: How did I do?	



# HOW MANY LEADS DO I NEED?

Community	1
Number of Closings	100
Average number of monthly leads (online/walk-in)	75
Average home price across all communities	\$500,000












Gross Revenue	\$50,000,000
Mktg budget	1%

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## WHAT DOES THIS MEAN?

1 lead = 9 activities in 30 days  
75 leads/month = 675  
activities/month  
23 activities/day  
9 templated emails  
8 phone calls  
5 rating evaluations  
1 video email

# CRAFTING YOUR EMAILS



What is your call to action?

# FIRST THINGS FIRST – AUTO REPLY

## THE MOST IMPORTANT EMAIL YOU WILL SEND

Best Builder Homes | Thank You

*Subject Line – Identify Builder Or Community First*



**Dave Betcher** <dave@onelatisplace.com>

Mike McKay

Tuesday, January 9, 2018 at 8:13 PM

[Show Details](#)

Hi Mike,

*Personal Introduction*

Thank you for your interest in Best Builder Homes, my name is Dave Betcher and I am a New Homes Specialist. As you saw on our website, Best Builder Homes has many different communities that will suit all types of lifestyles. With so much selection, it's important that you have a resource to assist you in your journey, that is what I am here for.

I know you have many questions and I want to ensure you I am available to answer them. I will plan on calling you very soon as I find it easier to meet in person than via email. That being said, if you would prefer I strictly follow up with email, I am happy to do that as well.

*Next Step Call To Action*

I also encourage you to visit our Facebook and Twitter pages as we have many articles and images that we don't necessarily post on our website. If you find the information valuable, don't hesitate to like or follow.

Again Mike, Thank you for your interest and please expect call soon.

*Direct Them To Social Media*

Sincerely,

Dave Betcher

New Homes Specialist, Best Builder Homes

email: [dbetcher@bestbuilderhomes.com](mailto:dbetcher@bestbuilderhomes.com)

phone: 604.214.8552

www.bestbuilderhomes.com

*All Personal Contact Details  
With Active Links*

Welcome Emails Generate 5 x the click rates and 4 times the open rates compared to other bulk emails.





# FIRST THINGS FIRST – AUTO REPLY

## THE MOST IMPORTANT EMAIL YOU WILL SEND

Best Builder Homes | Thank You For Your Zillow Registration

*Subject Line – Identify Builder And Source Of Lead*



Dave Betcher <dave@onelatisplace.com>

Mike McKay

Tuesday, January 9, 2018 at 10:55 PM

[Show Details](#)

Hi Mike,

*Personal Introduction*

Thank you for your interest in Best Builder Homes and your registration on Zillow, my name is Dave Betcher and I am a New Homes Specialist. As you saw on Zillow, Best Builder Homes has many different communities that will suit all types of lifestyles. With so much selection, it's important that you have a resource to assist you in your journey, that is what I am here for.

I know you have many questions and I want to ensure you I am available to answer them. I will plan on calling you very soon as I find it easier to talk in person than via email. That being said, if you would prefer I strictly follow up with email, I am happy to do that as well.

*Next Step Call To Action*

I also encourage you to visit our website along with our Facebook and Twitter pages as there is a great deal of information you may not have seen on the Zillow site. If you find the information valuable, don't hesitate to like or follow.

*Direct Them To Website and Social Media*

Again Mike, Thank you so much for your registration today and please expect a call soon.

Sincerley,

Dave Betcher  
New Homes Specialist, Best Builder Homes  
e [dbetcher@bestbuilderhomes.com](mailto:dbetcher@bestbuilderhomes.com)  
p 604.214.8552  
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*All Personal Contact Details  
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and 4 times the open rates compared to other  
bulk emails.



# FOLLOW UP EMAIL

Best Builder Homes | How Is Your Search Going

*Subject Line - Identify Builder Or Community First*

DB Dave Betcher <dave@onelatisplace.com>  
Mike McKay  
Tuesday, January 9, 2018 at 8:50 PM  
[Show Details](#)

Hi Mike,

*Useful Knowledge - Emphasize Key Points*

It's been a few weeks since you registered on our website and I wanted to be sure I was providing you all the information you need and to re-emphasize my commitment to answer any questions you might have.

Mike, did you know that the Best Builder Group of Companies began in the 1980s as a family-run home builder with father and son founders. In the 36 years since, Best Builder has evolved to become the area's #1 builder and much more. We understand that quality and trust are important to you and it's truly important to us that you understand our valued history and our commitment to our customers.

I know you are busy but I as I mentioned, I am committed to ensuring all of your questions are answered. I will try calling you back in the next day or so but in the meantime, If you have any other questions, please call me directly at 604-214-8552 or send an email to [dave@onelatisplace.com](mailto:dave@onelatisplace.com)

Thank you again for your interest. Mike, your questions are important to me and I look forward to hearing back from you soon!

*Call To Action*

Sincerely,

Dave Betcher  
New Homes Specialist, Best Builder Homes  
e [dbetcher@bestbuilderhomes.com](mailto:dbetcher@bestbuilderhomes.com)  
604.214.8552  
www.bestbuilderhomes.com

*All Personal Contact Details  
With Active Links*



# CONSISTENCY IN COMMUNICATION

It's not you,  
it's your grammar



# TAKE ACTION

- Value Every Lead - They All Have A Cost \$\$\$
- CRM should be your sales teams best friend, make them want to use it
- Hold everyone accountable. If its not in your CRM, it didn't happen
- We can't expect our sales teams to follow up effectively without a defined process
- Email messaging, tone, spelling/grammar, fonts ALL COUNT





LET'S ANSWER YOUR QUESTIONS