

market leader[®]

We're Getting Engaged!

Brandy Savage

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Will this be recorded?



Ask Questions in the chat

This Week's Homework

- Must be a member of the Million Dollar Pipeline Program Facebook group (requires approval)
- Homework will post at 11:55a PST/2:55 EST
- Reply to that post to enter to win one of 2 \$100 Amazon Gift Cards!
- Winners will be announced Friday at 9am PST/12pm EST in the group



Let's get into this content!

Let's define engagement!

Engagement is interacting with your contacts, leads, connections, and followers.

Engagement is not Lead Generation!

The stages of engagement

After the swipe right

- Why should they agree to the first date?
- Are you clearly and accurately presenting what you bring to the table?

First Date

- They've responded!
 - Any interaction counts as response (email reply, comments, likes, phone call, first meeting)

The stages of engagement

Dating

- EQ is MASSIVELY important at this stage
- What are they looking for? Why?
- Ask all the questions, probe deeper

The Proposal

- They trust you
- They see you as a partner, not a sales person
- You've got their business

After the swipe right



Automated campaigns are great at this stage!

Largest segment
Have no demonstrated a real interest
Low effort on your part



What to do

Seasonal Campaigns
Newsletter
Website Content

First Date

- Get to know them better
- Do NOT go straight into the sale..unless they do
- A bit more effort
- What to do
 - Get them on a Listing Alert
 - Utilize Quick Text
 - Document important details in Notes
 - Reminders for follow-up...Don't wait 2 weeks to get back in touch



Dating



Probe deeper



Continuing documenting



Listing Alerts are still key, send more frequently

The Proposal

- You've got their business!
- Update their contact details with important information
 - Buy/Sold date
 - Listing Alerts should be laser focused
 - Add them to post-engagement campaigns
 - Testimonials and Referrals





Let's see it in the system!

Key Takeaways

Put these in action today!

Start segmenting
your sphere

Different
segments =
Different
engagement
strategies

Automate what
you can to move
your leads through
your pipeline



What's Coming Up

Weeks 2 &3 of Summer Series

January 26

- Website Mastery
- Become an SEO CEO

February 2

- Forging Your 2022 Social Media Strategy
- Social Media Content Trends to Spark Engagement

Thank You!

This week's Homework

In the **MDPP Facebook group**, reply to my **MDPP Week 1 Homework** post!

2 members will be selected at random to get a \$100 Amazon Gift Card!