

LEAD QUALIFICATION PROCESS

DAY 01	INTRODUCTION	DAY 02	QUALIFICATION	DAY 03	QUALIFICATION	DAY 04	QUALIFICATION
	<p>LOG CALL in BoomTown within 15 min.</p> <p>SEND TEXT</p> <p>SCHEDULE TO-DO for a follow up call the next day.</p> <p>SET UP E-ALERT from Properties & Searches tab info (or have auto alerts set up).</p> <p>MOVE TO QUALIFY Smart-Drip™ plan set to Auto Start.*</p>	<p>LOG CALL #2 in BoomTown within 15 min.</p> <p>SCHEDULE TO-DO for a follow up call for two days out.</p> <p>CHECK E-ALERT to see if it was opened</p> <p>**CHECK SMART-DRIP™ PLAN IS STILL ACTIVELY RUNNING.**</p>	<p>SEND TEXT #2</p>	<p>LOG CALL #3 in BoomTown within 15 min.</p> <p>SCHEDULE TO-DO for a follow up call two days out.</p> <p>CHECK E-ALERT to see if it was opened</p> <p>BRIEF VOICEMAIL including full number and area code. Example script below.</p> <p>OO</p> <p>Hi (lead name), this is (your name) with (Team/Brokerage name). I just wanted to quickly thank you for registering on my company's site (url). I am calling to see if there is anything I can help you with. Please give me a call when you are free. My number is (555)-555-5555. Again, that's (repeat the number). Thank you and have a great day.</p> <p>**CHECK SMART-DRIP™ PLAN IS STILL ACTIVELY RUNNING.**</p>			
DAY 05	E-ALERT STATUS	DAY 06	QUALIFICATION	DAY 07	QUALIFICATION		
	<p>2ND SMART-DRIP™ email sent out to auto start on your Qualify category will be sent out.</p> <p>**CHECK SMART-DRIP™ PLAN IS STILL ACTIVELY RUNNING.**</p>	<p>SEND TEXT #3</p>	<p>LOG CALL #4 in BoomTown within 15 min.</p> <p>SCHEDULE TO-DO for a follow up call five days out.</p> <p>CHECK E-ALERT to see if it was opened</p> <p>BRIEF VOICEMAIL including full number and area code.</p> <p>**CHECK SMART-DRIP™ PLAN IS STILL ACTIVELY RUNNING.**</p>				
DAY 09	QUALIFICATION	DAY 10	QUALIFICATION	DAY 11	QUALIFICATION	DAY 12	QUALIFICATION
	<p>SEND TEXT #4</p>	<p>3RD SMART-DRIP™ email sent out to auto start on your Qualify category will be sent out.</p> <p>**CHECK SMART-DRIP™ PLAN IS STILL ACTIVELY RUNNING.**</p>	<p>SEND TEXT #5</p>	<p>LOG CALL #5 in BoomTown within 15 min.</p> <p>SCHEDULE TO-DO for a follow up call two days out.</p> <p>CHECK E-ALERT to see if it was opened</p> <p>**CHECK SMART-DRIP™ PLAN IS STILL ACTIVELY RUNNING.**</p>			
DAY 13	CHECKING-IN	DAY 14	QUALIFICATION	DAY 15	QUALIFICATION		
	<p>4TH SMART-DRIP™ email sent out to auto start on your Qualify category will be sent out.</p> <p>**CHECK SMART-DRIP™ PLAN IS STILL ACTIVELY RUNNING.**</p>	<p>LOG CALL #6 in BoomTown within 15 min.</p> <p>CHECK E-ALERT to see if it was opened</p> <p>BRIEF VOICEMAIL including full number and area code.</p> <p>**CHECK SMART-DRIP™ PLAN IS STILL ACTIVELY RUNNING.**</p>	<p>5TH SMART-DRIP™ email sent out to auto start on your Qualify category will be sent out.</p>			<div style="text-align: center;">  <p>STOP</p> </div> <p>If there's still no response, lead will be auto moved to the Archive category when your Qualify Smart-Drip™ Plan successfully finishes. There you will be able to monitor for return visits. Leads may not be ready to talk to an agent, but may be more willing to talk a month down the road.</p>	

*1 HOUR AFTER MOVING LEAD INTO QUALIFY, 1ST EMAIL OF THE SMART-DRIP™ PLAN WILL BE SENT.