



***Increasing
Your
Closing Ratio***

**If you're not getting sellers
to give you terms
one or more of the
following is the
problem.**

- **Not enough leads**
- **Poor Quality leads**
- **Not getting called**
- **Poor Job calling**
- **Looking for perfection**

Not Enough Leads

You should be getting at least 15-20 leads a week.

Here's how.....

- **Daily Gold Club leads**
- **VA Calls Online Ads**
- **Run Ads – (VA's do it)**
- **Yellow Letters**
- **FSBO Field Agents**
- **FSBO Signs You Find**

Caution

Your Virtual Assistant is not
responsible for your
success.

It's your job to generate
leads.

Lead Quality

FSBO leads from websites are the lowest quality and hardest to get on the phone.

**We can reach
only 25-30% by
phone.**

When we do, the conversion to **YES** on terms is much lower than offline sources.

**Sellers who
contact you are
good leads – online
or offline.**

**FSBO Signs in
front of houses are
also good
leads.**

**We reach about
75% of these
leads by phone
and the conversion
rate is higher.**

Moral

Online leads are free
but you exchange
quality for cost.

Not Getting Called

How much is a 2 inch pile
of leads sitting on your
desk worth?



**Until they are called
to confirm
terms.**



No Calls

No Deals

No Checks

Making The Calls

Here are the
mistakes most make
when calling.

- ✓ Talk to much
- ✓ Don't use scripts
- ✓ Don't ask right questions
- ✓ Try to teach
- ✓ Don't close

and.....

YOU

BEG

**If you follow my
scripts and ask
questions only—**

**You won't be
begging**

**If you get diarrhea
of the mouth and ask
the wrong questions
the wrong way,
you are begging.**

Answer questions with questions

Is that fair?

Is that the best you can do?

Wouldn't you agree?

OK?

**Sellers Make You
Offers**

**You only ask
questions**

Accent

If your own relatives
can't understand your
accent.....Get
someone else to call.

Calling No's

If you don't call all the **No's** and convert some to **Yes**, it will cost you 6 figures every year.

Paralysis of Analysis

When you find a perfect deal you may be too old to care.

**Look for reasons
you should
buy.....not reasons
you shouldn't**

**Every new investor
kills perfectly good
deals in the
beginning....some
their whole career.**

**That's one of the big
mistakes our
Mentors can help
you avoid.**

Remember

When you have
nothing invested you
have nothing to lose.

**The only way to get
good is.....**

First you must

SUCK

**Record all your calls
and you'll quickly
see your mistakes
and fix them.**



Your goal is to close

1 of 10

Yes Leads

If you aren't, it's not:

- The hot market
- The competition
- Your VA's fault
- Ron's fault
- Your children's fault
- Your spouse's fault



**It's All
Your Fault!**

FIX IT!

**But even if you
only close one
out of 20
Yes leads.**

**A deal should be
worth at least 20K on
the option deposit
alone.**

**That's \$1,000 you
make every time you
hear no.**

**You should learn to
love.....NO**

If you get good at making calls to sellers and follow my system the financial reward is worth more than any one thing you can learn in any business.

**The skills you learn
will serve you for the
rest of your life in
everything you do.**

It's worth the effort.

Happy Calling

