Don't Lose Another Lead

Maximize Revenue with CRM Management
Presented by Eric Walker

Key Takeaways

- During this session we will focus on the core necessities of a solid CRM, how it can impact sales and help hold accountability to maximize results. We will highlight the key characteristics of a user friendly CRM, the importance of data entry and functionality, reporting and how your executive team can use this data to set projections and sales goals.
- Key Takeaways
  - Best practices on time management and data entry
  - Essentials in reporting, inspect what you expect and know exactly what to monitor to improve results
  - Establishing a working sales pipeline to keep leads flowing through the sales cycle

Solid CRMs

- Simplicity! If it takes a person an excessive amount of time to enter 1 lead, they won't do it and it's a waste of time. It shouldn't take more than 5 minutes per lead.
- Strong reporting tools
  - Regionals/Executive Leadership should be able to easily see:
    - Conversions
    - Where a lead is in the sales process
    - Pipeline of leads
    - Next steps set
    - A place to enter referral sources, next steps and notes
- Some of our preferred: Yardi, Microsoft Dynamics, Enquire, Sherpa

Time Management

- Prime Calling Time
  - Sales counselor should have a 1 hour time block daily for follow up calls.
    - Best Practice: IL- 9am or 1pm to 3pm; AL/MC- 11am or after 5pm
  - This time should be protected by ED and other department heads to ensure it happens.
    - Focus on the below conversions:
      - Attempt to Contact Made- 50%
      - Contact Made to Appointment Set- 30%
- Data Entry
  - Blocking time outside of prime touring and calling time to enter information.
    - Best Practice: 4pm

CRM Management

- **CRM Management**
  - Big Picture report
    - Marketing Summary
      - KPIs/conversions
  - Active Hot Prospects
    - Review for urgent next steps
  - New Inquiries This Month (30, 60, 90 day look back)
    - Leads closed without discovery?
    - How many already pushed to cold status?
    - Next actions scheduled?
      - How urgent?
  - Community Past Due Actions – Prospects
    - Teams need an action plan to clean this up
  - Completed On-site Follow Up (1st touch and 2nd +)
    - Follow up completed within 24-48 hours?
    - Urgent next steps in place?
  - Scheduled On-site Follow Up (1st and 2nd +)
    - Closeable today?
    - Visit plans completed?
    - Ensure there is a plan for next steps
  - Scheduled Home Visits
    - Purpose of visit?
  - Scheduled Outreach face to Face
    - Purpose of visit?
    - Where is this source in the circle of influence?

Accountability Best Practices

- **Regional Coaching Calls**
  - Rally/Goals calls
    - Monday report goals and plans for week
      - Regional follow up as needed
    - Friday report actual activity and goals met
      - Regional follow up as needed
  - Weekly Regional call
    - Training topic
      - Role play
      - Could be a webinar too
  - Community calls
    - Based on ranking:
      - Priority – daily calls or weekly with on-sites
      - Mid – Weekly
      - Low – Weekly/as needed
- **Sales Team Accountability**
  - Send 3 recorded calls weekly
  - Send 3 Strategic Closing Worksheets for hot leads
  - Send Visit Planning Tool for all scheduled tours

Bild'ing a Pipeline

- **Database review**
  - New inquiries
    - 30 day look back, then 60 and 90 days
    - Spot check the reason for inactive or closed leads
    - Are next steps scheduled appropriately within 30 days?
  - Active Leads reports
    - Review leads with no open activity
    - Review overdue activity
    - Review any leads with no activity scheduled for 90 days
  - Benchmarks
    - Review weekly call outs/tours
    - Review weekly/monthly conversions
    - Confirm Sales Director is hitting established KPI goals
- **Referral Source Development**
  - Circle of influence
    - Review of top 10 referral sources – referrals received
    - Review scheduled referral appointments
  - Events
    - 90 days, referral source and lead generating events

Thank You

Don't allow another lead to slip through the cracks:
The Importance of implementing a CRM to maximize revenue.

What to look for when assessing a CRM:

- Big Picture report
    - Marketing Summary
        - KPIs/conversions
- Active Hot Prospects
    - Review for urgent next steps
    - Follow up rule of thumb:
        - Attempt to Contact Made- 50%
        - Contact Made to Appointment Set- 30%
- New Inquiries This Month (30, 60, 90 day look back)
    - Leads closed without discovery?
    - How many already pushed to cold status?
    - Next actions scheduled?
- Conversions
    - Inquiry to Tour- 60%; stretch goal 75%
    - Tour to Deposit- 40%; First Tour to Deposit- 15%
    - Tour to Close- 30%
    - If you are finding the team is struggling to meet Inquiry to Tour conversion, focus on lead generation.
- Community Past Due Actions – Prospects
    - Teams need an action plan to clean this up
- Completed On-site Follow Up (1st touch and 2nd +)
    - Follow up completed within 24-48 hours?
    - Urgent next steps in place?
- Scheduled On-site Follow Up (1st and 2nd +)
    - Closeable today?
    - Visit plans completed?
    - Ensure there is a plan for next steps
- Scheduled Home Visits
    - Purpose of visit?
- Scheduled Outreach face to Face
    - Purpose of visit?
    - Where is this source in the circle of influence?