

Call, Click or Come By: How to Convert eLeads to eSales

By Meredith Oliver, Kelly Fink, and Kerry Mulcrone

*Strive not to be a SUCCESS,
but rather to be of VALUE.*

1. Rate your eLead follow-up on a scale of 1 – 10 (1 = low).



2. Why do you NEED an eLead follow-up program?

- Women are online big time
- Your website is the 1st step in the online sales process
- Because it gets RESULTS
- True competitive advantage
- Go with your strengths



Never Punish...ALWAYS Encourage a Learner

Notes:

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3. eLead Program Options

- Full time in-house
- Full time; roving field agent
- Dedicated one onsite agent
- Outsource to outside broker/agent
- Hybrid options- make your own model
- How do you decide?



Notes:

4. Tips, Tools & Techniques

- Start small
- Shop other builders/industries
- Integrate OSC, NHC and marketing
- Guest vs. Traffic
- Keep it personal
- The 3 P's: People, Personality, Process
- Training is critical



Notes:

Remember:

eLead Follow-Up Programs & Sales Training are an

Investment not a Cost!

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Kelly Kenton Fink, MIRM, CAPS, is the Regional Marketing and Internet Director for Bowen Family Homes and Broker for Bowen Family Realty based in Duluth, Georgia. During her 7 years with Bowen Family Homes she created and has managed their Online Sales Division (My Home Concierge Services) which consistently produces 30-35% of net sales for Bowen Family Homes. Mrs. Fink has been honored as Marketing Director of the Year by The Greater Atlanta HBA in 2007 and 2004. She is also on the 2009 Atlanta SMC Board of Directors and is the Chair of the Education Committee. Kelly was honored to win the 2009 Gold National Marketing Director of the Year.

6650 Sugarloaf Parkway, Duluth, GA 30097 | P: 678-325-4500 | kfink@bowenfamilyhomes.com



Kerry Mulcrone, MIRM, CSP, CMP, is President of Mulcrone and Associates, Inc., a Minneapolis/St. Paul based company specializing in customized evaluation and instruction for New Home Sales Professionals. A top award-winning salesperson with more than twenty years of "in the trenches" sales, management and teaching experience, Kerry is known for her fresh, enthusiastic yet practical approach. She presents seminars and training to small and large builders, associations and industry-related organizations across the country. An Instructor for NAHB and a contributor to many publications, including Sales and Marketing IDEAS magazine, she is a proven professional both locally and nationally.

370 Andrews Bay, Hudson, WI 54016 | 612-817-4089 | kerry@mulcroneandassoc.com



Meredith Oliver, MIRM, MCSP aka "The Digital Diva" teaches home builders how to CLICK with the Dot Com customer. She is a professional speaker, author, consultant and founder of Meredith Communications; a full-service web marketing firm specializing in homebuilders. This year Meredith celebrates her tenth consecutive year presenting at the International Builders Show including numerous appearances in the Super Sales Rally and Sales Management Summit. Meredith is a highly regarded sales trainer and works with sales professional on how to utilize technology to connect, communicate and close the dot com customer.

10151 University Blvd. #163 Orlando, FL, 32817 | 321-285-1660 | meredith@creatingwow.com