

PROFESSOR BARRY'S



Best Practices For Taking Incoming Raiya Voice Calls



ACCEPTING THE CALL FROM THE YLOPO CALL CENTER

If your team is using a **Follow Up Boss Inbox number** as your call forwarding number, you will know when a new Raiya Voice transfer is incoming by looking at your caller ID.



When you get the call transfer from Ylopo's call center, get the lead's name and phone number so that you can find the lead in Follow Up Boss.



After the call, Raiya Voice will assign the lead to the agent who received the transfer.

Do not prolong the conversation with the call center rep! Get the details you need – lead name and contact info so that you can find them in Follow Up Boss – and get to the lead as quickly as possible so that you can talk to them directly and learn more about them.



TALKING TO THE LEAD

Once you're talking to the lead, be curious and excited! A great way to start off is by asking open ended questions.



***"I'm so excited that you're looking for a home!
Tell me more about what you're looking for."***

The goal is to get them to start talking to you, and while they're talking, you're digging into Follow Up Boss to read the details added there in the Registration note about beds, baths, etc. Start asking them questions based on what you see there.



"It looks like you have a 3 bedroom home, but you're looking to upgrade to a 4 bedroom. That's exciting! Is there a particular reason you need an extra bedroom?"

Use this conversation as an opportunity to generate interest in you as a human and as a way to really make a connection with the lead.



"What are you hoping to change about where you live?"

All roads should lead to meeting either with you or with you and the lender if they are a buyer. Start asking questions that will lead you there.



***"Have you had a chance to look at homes with another agent yet?"
This is a much better way to ask if they have an agent."***

If they say yes, be excited! "Do you remember signing anything that requires you to work with that agent?"

*"Do you have a friend in the mortgage business? Have you spoken with them?"
Encourage them to get clarity on what they can afford.*

SETTING THE APPOINTMENT + FOLLOW UP

Set an in person appointment with either you, or both you and your lender, so that you can all have a meeting of the minds.



Let them know you're going to send them listings.



Use your Ylopo Branded Site Tools page! Confirm the lead's email address and then use the Market Trends tool to enter a zip code the lead is interested in and email them the report. This is something of value that you can offer right away that will set you apart!

