

Qualifying a Lead

In 5 Simple Steps



MORTGAGE
MARKETING
ANIMALS

1. Qualify for Motivation

What is the physical, financial,
and/or spiritual motivation?

2. Determine the “One Thing”

What is the trigger that will help them decide quickly, easily, and naturally?

3. The Most Qualified?

Remember, you only want to meet with the **most** qualified.

4. Ask Them

Find out what they
really want.

5. Shut Up and Listen!

Simply sit back and **really**
listen, and then
transcribe the gold!

Now, Utilize this Formula:

- Repeat what they said in reverse order
- Approve and/or agree that what they are trying to achieve is possible
- Affirm that you understand exactly what they want
- Ask another question that confirms you are the right person for the job!

Last 3 Steps

1. Re-Close them on the meeting, or
2. Ask more questions for motivation and/or reframe their expectations
3. ***If you can't Reframe Expectations to be inline with achievable results, cancel the appointment!***