BETTER BUSINESS COACH

BBC

ULTIMATE

"LEAD WARRIOR"

PROGRAM

"Battle Tested Strategies"

CONTENTS:

Module 1 - Designing Your Business Success
Module 2 - Foundations of Lead Generation
Module 3 - Generating High Converting Leads
Module 4 - Lead Strategy,Planning & Systems
Module 5 - Social Media - DEEP DIVE
Module 6 - Mastering Referral Partnerships
Module 7 - Lead Mapping and Lead Dashboard
Implementation Workshop

KEY OUTCOMES

In today's competitive landscape, lead generation stands as the most critical challenge for brokers. The digital space is saturated with information, making it difficult to discern effective strategies from the abundance of marketing advice available online. Recognizing this industry-wide gap, BBC's seasoned brokers have developed a groundbreaking program tailored specifically for the broking sector.

Drawing from years of experience and success, this comprehensive curriculum offers:

- Exclusive insights into proven lead generation techniques
- Strategies refined and tested in real-world brokerage environments
- A curated approach that cuts through the digital noise

Our meticulously crafted modules are designed to equip you with the tools and knowledge necessary to consistently generate high-quality leads. By leveraging the collective expertise of veteran brokers, this program promises to transform your lead generation efforts and drive sustainable business growth.

Invest in your success with a program that delivers tangible results in an area crucial to your brokerage's prosperity.
This program focuses on how you, the broker / business owner, can attract High Converting Leads for your business so you generate a higher conversion ratio, spend less time selling and increase your revenue & profit of your business.

Generating leads and Branding go "hand in hand" to grow a long term sustainable business, so it is of the utmost importance that YOU take control of your own marketing (or engage your own marketer) and market to your community under your own brand.

MODULE SUMMARY

MODULE NO 1- DESIGNING YOUR BUSINESS SUCCESS

Key Outline

Many of us do not take the necessary time to figure out what sort of success we actually want for our business in a comprehensive and well- constructed way. We may have vague ideas of revenue, profit, leads, sales, and expectations. In this module we are going to look at the following:

- Business Mindset & Motivation
- What success looks like for your business & why you desire this?
- How to supercharge your business success by reprograming how you think.
- Understanding your numbers for success & how this may impact on your business.

MODULE NO 2- FOUNDATIONS OF LEAD GENERATION

Key Outline

Before we can even consider 'how we can create high converting leads' we need to take a step back and look at the foundations of Lead Generation as this can give us many clues as to perhaps what is currently going wrong now and understanding what we need to do better to improve our success to attain high converting leads. In this module we will be looking at the following key aspects.

- How People Buy in the 21st Century.
- Why will they buy from you and not someone else?
- Why leads do not convert now.
- The most common mistakes people make that impacts on conversion.
- The referral mindset
- Figuring out what is happening in your own business.

MODULE NO 3- GENERATING HIGH CONVERTING LEADS

Key Outline

Now that we have a firm understanding as to why and how leads may convert higher for your business, we need to develop some critical actions as to ensuring your leads will convert at a higher ratio than before. We will be covering the following critical steps.

- Ideal Customers
- Pain/Gain/Claim
- Problem Statements
- Creating a compelling offer
- Perfect Pitching
- TLC Method- Trust, Likeability & Credibility
- Speed to Lead
- Channel Communication
- Being Referable
- Perfect Partnering

MODULE NO 4- LEAD STRATEGY, PLANNING & SYSTEMS

Key Outline

We now need to take the learnings of this program and apply this in practical way for our own business so we can ensure immediate and sustainable success. This will be completed by the development for your business of the following:

- Creating a Lead Strategy
- Mapping the Lead Generation
- Building your Lead Systems

MODULE NO 5 SOCIAL MEDIA - DEEP DIVE

Key Outline

Take a "Deep Dive" into 5 of the most popular social platforms, learn the key dynamics, identify target audiences and how best to structure your campaigns to suit your audience.

- Analyze key dynamics and target audiences of each platform
- Learn strategies for structuring campaigns to effectively engage specific audience segments.
- Gain insights into optimizing social media presence for maximum impact

MODULE NO 6- MASTERING REFERRAL PARTNERSHIPS

Key Outline

Developing key referral partners can be time consuming and difficult to get some traction. Learn some simple strategies in approaching a new referral partner and selecting the right partners for your business.

- Effective strategies for approaching potential referral partners
- Criteria for selecting the most suitable partners for your business
- Techniques to establish and maintain mutually beneficial partnerships

MODULE NO 7- LEAD MAPPING AND LEAD DASHBOARD

Key Outline
Once all modules in this series have been completed, you can now implement your own LeadGEN initiatives into your business, on your new LeadGEN EXCEL Dashboard provided..

- Implement tailored lead generation initiatives
- Track and analyze lead sources and performance
- Evaluate the effectiveness of different referral channels
- Monitor and optimize lead generation expenses
- Utilize data-driven insights to assess and enhance overall lead generation system performance