



Job Title: *Business Development*
Lead Generation Specialist (Buyer/Seller leads)

Date:

General Job Description:

- Telephone Prospecting/Lead Generation for new clients daily from various sources.
- Schedule appointments for Listing & Buyer Specialists.
- Input/Manage client & lead databases.
- Conduct lead follow up & nurture leads until appointments are set.

Job Specific Skills, Traits & Responsibilities:

- Communicates effectively with superiors and customers, in written and verbal form.
- Practices, memorizes, and internalizes telephone scripts.
- Ability to block out distractions and listen intently to the conversation that is occurring.
- Creates a sense of comfort and familiarity through their ability to build rapport and confident phone presence.
- Excellent organizational and time management skills.
- Results & detailed oriented, high achiever, organized, and systematic.
- Basic to advanced command of computers, various software programs and navigating the Internet.

Key Activities & Duties:

- Set daily and weekly goals.
- Track and measure conversion ratios and meet performance benchmarks.
- Practice, memorize, internalize and role-play scripts 10 minutes each day.
- Willing to be accountable for goals and results.
- Manage and answer all leads calling and registered in our website, making sure that all communications are being logged completely in CRM.
- Contact all leads through phone/text/email within 5 minutes of site registration during the VA's shift.
- Monitor leads daily that have recently visited our website and follow up with them, especially those leads that haven't yet to be successfully contacted on the phone/text/email.
- Manage contact database system, cultivating and managing new leads each week & work existing leads to convert into Listing & Buying opportunities.
- Use systems such as Vulcan 7/RedX to locate Expired and FSBOs, use MOJO Dialer with Cole Directory for Geographic farming and Just Listed/Just Sold/Circle Prospecting lead generation.
- Hand off HOT leads that need additional conversation to a Team member/Agent whenever possible.
- Submit daily reports on calls, conversations, and appointments set.