

# Converting Leads to Closings



Whether you are a new agent building your business or an established agent keeping your database fresh, maintaining a flow of potential customers is crucial to your success. Attracting leads is key, but if you don't have effective systems for converting them into closings, you're leaving money on the table. This course highlights both traditional and digital approaches to identifying and closing more customers. Instruction and activities cover all aspects of a successful customer interaction experience--attraction, first contact, needs analysis, incubation, conversion, closing, and beyond.

**April 14, 2015**

**8:30 am – 5 pm**

**Course location:**

**4400 W. Walton Blvd.,  
Waterford , MI 48329**

**Registration Fee: \$169.00**

After completing this course, you will be able to:

- Develop systems for capturing, converting, and tracking leads
- Implement customer-focused campaigns that highlight consistent touches via various channels
- Integrate technical tools to enhance the efficiency and responsiveness of your lead management
- Set priorities for lead conversion and create an action plan for achieving them



Council of Residential Specialists  
**MICHIGAN CHAPTER**  
The Proven Path To Success



**Rich Sands, CRS**  
Certified CRS Instructor

## To Register:

Fill out the below information and Mail to: **CRS MI care Furhad Waquad 4130 Telegraph Road Bloomfield Hills MI 48302**

Name \_\_\_\_\_

Company \_\_\_\_\_

License# \_\_\_\_\_

NRDS# \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Your method of payment:



Check enclosed (make payable to **CRS MI Chapter**)