

How Can Lead Nurturing Win Over Senior Clients?

By Sam Collins

Have you noticed your marketing response is not what it used to be? Don't feel bad, you're not alone. Why do you feel your response rates are down?

There are several reasons:

1. Competition
2. Your marketing area
3. Saturation
4. Lack of education
5. Same old stuff
6. New guidelines
7. Client fears

There is one big thing I did not mention. Yes, things are changing among our senior client base. Clients are expecting more from you than ever. That is to say, I just don't want to know you are a reverse mortgage specialist, I want to know more about you and how you are different than the other ten loan officers who called me today.

Let me give you an example of what happened to me. My wife and I treated ourselves to a special night out to dinner. The restaurant we visited was nice, the service was outstanding and the food matched the service. Our server continually was asking if all was well. When she presented our bill, she politely asked, if I would complete a survey. Next, she asked if I would just leave my name and address, pointing out that was not necessary, but appreciated. I completed the questionnaire, giving her praise for the service and the great food.

In about 3 days I received a [Thank You card from](#) our server. It was handwritten and signed by her. Before the end of the day, I had told 3 of my friends. For the cost of a card and a stamp, I had given her 3 referrals worth several hundred dollars. Here is part of the secret. Yes, part of the secret is stop doing the same thing everyone else is doing and start getting on with the new age. I'm talking about learning how to nurture your senior prospects and show them some love with Appreciation marketing.

So here is your first assignment and so it's so easy, you're going to love doing it.

[Here it is:](#)

1. Take out a pen and write down the name of one person you may have

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forgotten to say thank you, (preferably a senior prospect), but it can be anyone. By doing this exercise, your sharpened sense of awareness will never leave you again.

2. Now think of somebody who maybe could have thanked you, but did not. Maybe they were too busy, they may have forgotten, or life just got in the way. Here's the point, you don't want to do the same thing to someone else, leaving them wondering why you haven't been grateful.
3. Next, write down the name of someone you could thank today. Do you know the impact you can have? It can be life changing.

Most of us get the big picture

Experience has taught me that most of us get the big picture in our reverse mortgage businesses. When we get hot leads we move quickly to get that lead closed. Other than the hot leads, the majority of our leads need our 'hand' holding. I classify these prospects as "nurtured leads".

Most of us tend to concentrate on the "hot" lead and do not realize the majority of our potential revenue is derived from leads that do not close immediately. For the most part we make contact with about 70% of our lead prospects, and of those around 43-50% may qualify on our first call, yet only 5-10% will close. Thus begins the long cycle from lead origination to closed loan. Here is the tough part, no matter who you are, many of those other leads end up in what I call the 'lead gap' and disappear into the 'black hole', never to be seen or heard from again.

If you are lucky enough to be closing 15% of your qualified leads and you increase that number by as little as 5%, this small incremental increase can result in a huge number of more closed loans and more bottom line profits for you over a 12 month period. But it will never happen without a systematic approach and an understanding of what it takes to develop a lead nurturing approach.

Success today requires a vibrant [Lead Nurturing Program](#) where you stay in touch with your "not ready" and prospective senior clients, until they are ready to close with you.

Here are some ideas to get you thinking lead nurturing:

- > Adopt a long term approach to closing reverse mortgage leads
- > Track your leads persistently and systematically

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- > Commit yourself to several means of communicating with your senior client
- > Automate your contacts into a logical and active data base
- > Learn to “Lead Nurture” rather than using a constant sales approach

We're not finished, there is more to the equation if you are to earn the business and profits you want for yourself and your family.

Are you a likeable person?

If I were to ask you to take the likeability test, do you think you would pass?

Do you recall wanting something really bad? Maybe it was asking out your college sweetheart for your first date or maybe it was applying for that first job or trying to impress your boss with your know how? Yes we all have experienced situations in our lives where we had to be especially nice. Why? Because we knew if we used our charm, personality, and were extremely nice, more than likely, we would get what we wanted. You also knew that your likeability had to be sincere and honest; otherwise you would be seen as insincere and untrustworthy.

Being liked by your senior clients is the lifeline of your business success. Surely, senior clients are only going to proceed with a reverse mortgage if they really like you. Why, because they don't have to settle for you if you are not likeable. Yes, there is someone on the sidelines who is as nice as or nicer than you, just waiting to take the business. Evaluating your likeability factor is the key to improving your relationships and lead nurturing to your senior clients.

What about others you might know other than just your senior clients? Yes, your colleagues and other business professionals want to be associated with someone they like. Have you ever received a phone call from someone and said to yourself, "I'll call them back later or maybe not at all?" Most likely if you liked them, you will call them back, but if you don't like them, then most likely you will never call them back.

Take a minute to think what it is your senior client or professional colleague will like about you? Next, think about what you could change about yourself to be more likable. After this, think about someone you really like and write down the things that really make you like them. Once done, this may be a good way to mirror and create your likability factor. **[\(write it down now before you forget\)](#)**

Interesting! We have a tendency to like people who like us. Go figure!

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The next move is up to you. Yes, you have choices. You can be upbeat, honest, and fun to be with, confident, positive, attractive, thoughtful, interested, attentive, and well groomed; yes, it's up to you.

What do you like to talk about?

If I were to ask you what you like to talk about, what would you say? I bet it's either your family, something you like to do, or yourself! The answer doesn't matter; the point is we all like to talk about something we like.

When you call a senior client, what do you think they want to talk about? I guarantee you it's not about you! Yes, we all like to talk about things that interest us. Talk about your senior client, give them what they want and incorporate this into your new marketing approach of appreciation and lead nurturing.

The answer is simple; stop talking about yourself and let your senior client talk about themselves. Listen to their every word, make notes, and ask questions to dive deeper into building your rapport and nurture your relationship with them.

Lead nurturing, appreciation marketing, pampering, call it whatever you want. But when you make up your mind to really make it work in every aspect of your walk, talk, and marketing efforts, you are going to do a double WOW! This really works.

What next, TOMA!

If I mention baseball or basketball, what is the first name that comes to your mind? Yes, it is favorite team or favorite player. Why do you think this happens? It's called **TOMA**, "Top of the Mind Awareness."

Important things and certain people who come to mind instantly do so because they have made a connection and they come to mind immediately. For Example, 'reverse mortgage marketing', oh yes, Sam Collins (a shameless plug), but you get the idea.

This is where you want to be, the Grand TOMA, Top of the Mind Awareness! Yes, when someone mentions reverse mortgage, they immediately think of you.

Now let's take this whole concept to the next level. Let's assume you are the best at lead nurturing and appreciation marketing and throughout your life you have accumulated over 1000 raving senior fans. Alright, let's cut that back to say 200 senior raving fans.

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Now let's take your 200 raving fans and say you closed 24 reverse mortgages, but that leaves you with 176 raving fans who have done nothing. When you average it out, you are doing 2 loans per month, but your goal is to do 4 loans per month. Now enter the psychology of TOMA, top of the mind aware.

Would it be safe to say, even though you only closed 24 loans from your 200 raving fans, maybe those 200 have 200 fans who know and like them? Let's scale it back from 200 to 20 to be even more realistic. Now we are talking about your 200 raving fans expanding your TOMA to 4,000 warm connections. Now, how much do you think it would cost you to become top of the mind awareness to 4000? A lot!

At this point, you will want to determine the amount of success and income you want to achieve.

Here are the keys to make sure your raving fans are being nurtured:

1. How many seniors do you have in your contact manager system?
2. What is the quality of seniors you have in your contact manager? In other words, do they like you and do they trust you? Are they talking about you?
3. Do the people in your contact manager remember who you are?

The following is an example from John Adler, author of *Beach Money*. If I ask you to draw a straight line between two dots, how many lines do you get? You got it, one. Now, add another dot, we're up to two connections. Next, add a fourth dot and our connections grow to six. Now take it to the next level, five, and our connections grow to ten.

Now imagine that each dot is one of your senior clients. Can you imagine the possibilities? Can you see how lead marketing and showing your clients appreciation can grow your business?

Things are changing. The playing field is no longer as simple as 1, 2, and 3. Making a go of it today requires you cover every detail, dot every i and cross every t. Business as usual is gone. Lead nurturing and appreciation are in! Are you ready?

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The great Zig Ziglar says, "You can have everything you want, if you just help enough people get what they want."

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