

Are Your Internet Prospects Getting The 'Right' Message From You?

Commonly Observed Issues Resulting in Failure to Respond to E-Leads:

- ◆ The Internet advertising sites do not have an accurate email address and/or fax number on file for the property that was contacted. Make sure you update your contact profile periodically with all your online advertising sources.
- ◆ The person responding to the Internet lead types in an incorrect email address when they send the information. This problem is one good reason to have the leads delivered via email, so the onsite staff can simply copy and paste the prospect's email address out of the lead or to "reply" to the e-lead. However, they **MUST** ensure that when they hit "reply" it pulls up the prospect's email address and not the advertising site's.
- ◆ The person responding to the Internet leads responds to the advertising source instead of to the prospect. This can be solved by simply double-checking the email address they are sending to before they hit "Send".
- ◆ The Internet lead gets lost somewhere between the online advertising site and the property. Sometimes there are firewall issues on the property's side that keep the leads from being transmitted by email. This is a good reason to have the leads faxed over as a back-up to the email notification.
- ◆ The response from the property does not get through to the prospect due to sending unsolicited attachments with the email. It is recommended that if you desire to send an attachment with your response that you submit a request to the prospect for permission to do so in your first email, along with the requested information. Then you can send a subsequent email with the attachment.
- ◆ The lead filters into the property's [SPAM] folder. Either make sure the user or a network administrator adds any online advertising sources as "safe" senders to the appropriate email account(s). Have the person who is responding to Internet leads check the [SPAM] folder frequently.
- ◆ The prospect is forced to submit a telephone number as well as their email address to the online advertising source, but they leave a "fake" telephone number because they only want to be contacted by email. However, the person responding to the Internet lead opts to call anyway, and upon finding out the telephone number is not functioning, they do not go ahead and send a response by email. Make certain your onsite staff are using whatever contact method(s) the prospect indicates they prefer. Calling someone who provides an accurate telephone number but still notes they only want to be emailed is a sure way to set the wrong tone for the interaction.
- ◆ The leasing professional simply doesn't respond to the lead. Whether it's just a "busy day" or the person designated to respond to Internet leads is out of the office for some reason, you need to have a plan for finding the time and staff to respond to the Internet leads.