

IDEAL ISA JOB DESCRIPTION

One of the nation's top real estate groups, the Golden Legacy Group, is looking for an energetic, out-going and gregarious Inside Sales Agent. This is an hourly plus bonus opportunity.

The ideal candidate thrives in a fast moving sales environment and is happy speaking to consumers through the majority of the day. This position is a unique opportunity to join a dynamic, high-performance, results-oriented culture and represent the transformational strategies of one of the best sales organizations in the world.

Perhaps most importantly, it is critical that the candidate possesses leadership potential and a drive to improve processes and policies in support of organizational goals.

The team has created a culture that uniquely balances driven dedication to the shared vision, family-like comradery, and solid work-life balance. If YOU have a burning desire to be a part of one of Milwaukee's Elite Real Estate team, come GROW WITH US!

Responsibilities

- This position is 100% database conversion / appointment setting / relationship building
- Be aggressive in generating results with key decision-makers each day.
- Partner with field sales to execute meetings
- Report activity and results on a daily basis

Proactively improve performance through coaching and feedback provided by management. You must be a growth-oriented person open to new ideas and coaching

Qualifications

Unstoppable mindset, coachable, resourceful, results-oriented, persuasive, assertive, honest, gregarious and outstanding verbal communicator. We don't care about experience. We care about attitude.

Compensation

Fluctuates with performance starting off at \$4.00 (per hour) with a minimum of 40 hours per week. Growth opportunities available and bonuses fluctuate based on performance and lead conversions.

CONTACT PHASES & PIPELINES RULES

ISA Ownership

When a contact is in the following stages, the **Inside Sales Agent (ISA)** is responsible for the relationship and continued follow up.

➤ New Lead

This is how they enter the system. We have their:

- Name
- Email
- Phone Number
- Source
- Etc.

➤ Hot (0-30 days)

This is a buyer that you have determined you have a very likely opportunity to work with and who is purchasing a home within 30 days or as soon as they see the right property OR a seller who is selling their home within 30 days. You should always have your next appointment set with hot prospects. Touch everyday for a total of 30 days. If they don't engage or have no answer, move to the warm pipeline.

- **Smart Plan:** WITLY Home List Campaign + Team Leader to send personalized videos through Dubb every other day

➤ Warm (2-6 months)

This is a lead that you have determined you have a somewhat likely opportunity to work with and who is purchasing a home within 2-6 months or as soon as they see the right property OR a seller who is selling their home within 2-6 months. You should nurture these leads with engaging content or touches & follow up that will prompt them to make a decision sooner, converting them to HOT or Appointments. Touch every other day for a total of 30 days. If they don't engage or have no answer, move to the watch pipeline.

- **Contact Pulse:** 1-2 weeks call, text, and email with either the text or email being a video
- **Smart Plan:** DUBB Value Give Drip (Videos + Emails)

➤ Watch (6-12 months)

This is a lead that you have determined you have a somewhat likely opportunity to work with and who is purchasing a home within 6-12 months or as soon as they see the right property OR a seller who is selling their home within 6-12 months. You should nurture these leads with engaging content or touches & follow up that will prompt them to make a decision sooner, converting them to HOT, Warm or Appointments. Touch every 3-4 days for a total of 30 days. If they don't engage or have no answer, move to the Nurture pipeline.

- **Contact Pulse:** 3-4 days call, text, and email with either the text or email being a video
- **Smart Plan:** DUBB Value Give Drip (Videos + Emails)

➤ Nurture

This is a lead that you have determined that is not interested to buy or sell at the moment, or someone that was just looking or not interested at the moment. The goal with this pipeline is to follow up occasionally to see if we can determine a time frame of when they are likely to make a move to buy or sell. Touch once a week, every month. If they don't engage or have no answer, or simply are not interested at all, then add lead into the Cold (Unresponsive) pipeline.

- **Contact Pulse:** Once a week, every month call, text, and email with either the text or email being a video
- **Smart Plan:** DUBB Value Give Drip (Videos + Emails)

➤ Cold (Unresponsive)

This is a lead that has not responded to any follow up or engagement OR a lead that is no longer interested. If they respond STOP, Unsubscribe or anything similar then add lead into the Trash pipeline.

- **Contact Pulse:** Monthly text, and email with either the text or email being a video + AI touches
- **Smart Plan:** DUBB Value Give Drip (Videos + Emails)

➤ Trash

This is a lead that has Bad Emails and / or Text Messages. They have responded with "Stop" or "Unsubscribe" to either both text and emails.

- **Contact Pulse:** Stop Follow Up, Add them to Trash Pipeline, go into profile and click on phone number icon and add phone number to DNC and email to INVALID. Remove any Smart Plans & Property Alerts if any.

➤ Appt Set (Appointments)

This is a lead that has indicated that they are interested in buying or selling and you have successfully set an appointment for an initial phone call or have had a LIVE transfer to the agent and they have indicated they will be meeting in person for a buyer or seller consultation.

- **Contact Pulse:** Daily call, text and email confirming appointment. 3 touches before call or appointment.
- **Important:** ISA to create a group text message with team leader Gino & Agent that lead is referred to. ISA needs to implement this upon sending an intro text with Gino + Agent + Lead. ISA to send a follow up text message right away after her initial group text with this video link of team leader Gino introducing himself.
** Periodically swap videos, one week use this link: <https://goldenlegacygroup.dubb.com/v/hrzD0c> another day use this link: <https://goldenlegacygroup.dubb.com/v/EcdwDJ>

➤ Agent Referral

This is a lead that you have determined you have a somewhat likely opportunity to work with and who is purchasing a home within 2-6 months or as soon as they see the right property OR a seller who is selling their home within 2-6 months. You should nurture these leads with engaging content or touches & follow up that will prompt them to make a decision sooner, converting them to HOT or Appointments. Touch every other day for a total of 30 days. If they don't engage or have no answer, move to the watch pipeline.

- **Contact Pulse:** 1-2 days call, text, and email with either the text or email being a video
- **Smart Plan:** DUBB Value Give Drip (Videos + Emails)

CONTACT PHASES & PIPELINES RULES

Agent Ownership

*When a contact is in the following stages, the **Agent** is responsible for the relationship and continued follow up.*

➤ Active Buyers & Active Listings

This is a buyer OR seller that has met with you (the agent) and is actively shopping or selling with you and has Signed A Buyer's Brokerage Agreement or Listing Agreement.

➤ A/O Buyers & Under Contract

This is a buyer OR seller that has submitted an offer to purchase and successfully got it accepted or your seller clients have accepted an offer and now their home is under contract.

➤ Needs Credit Repair

This is a buyer lead that has indicated they aren't ready to buy a home because of credit issues and / or are currently going through a credit repair process.

➤ Closed

This is a buyer OR seller client that has successfully closed on their property or new home.