

CINC Accelerated Training Series

Part I: Foundations

Housekeeping Rules

The Training Series Outline

Foundation

Consumer Experience

Downloading the CINC Agent App

Lead Dashboard Functionality

Conversion

Best Practices for Lead Response Management

Effective Process for Prospecting & Follow Up

Creating Additional Saved Filters

Communication & Automation

Communication leads receive from your CINC platform.

Creating Templates

Sending Mass Messages

AutoTracks (Drip Campaign and Plans)

Behavioral Messaging

Property Promotion

Sharing Properties on Social Media

Connecting Leads with Properties

Creating Text Responders

Using the Open Houses by CINC App

We'll Talk About:

- Consumer Experience
- Downloading the CINC Agent App
- Navigating the Leads Dashboard Page

The System will automatically:

Send the lead a Welcome Email	Start the lead on the Speed to Lead AutoTrack*	Send Property Alerts Daily
Instantaneously after registering on your home search site	<ul style="list-style-type: none">• A 4-Day drip campaign sending 4 texts and 3 emails to ensure the lead respond back to you.• The AutoTrack ends when the lead either:<ul style="list-style-type: none">• is in Contacted Pipeline Stage• Receives all of the communications.• Responds to any of the email/text.	Based off their Saved Search criteria, initially based off their views. <ul style="list-style-type: none">• 99% of leads who come back to your site, came back via alerts.

* Might be turned off due to site owner's request or because of CINC AI

YOU WILL:

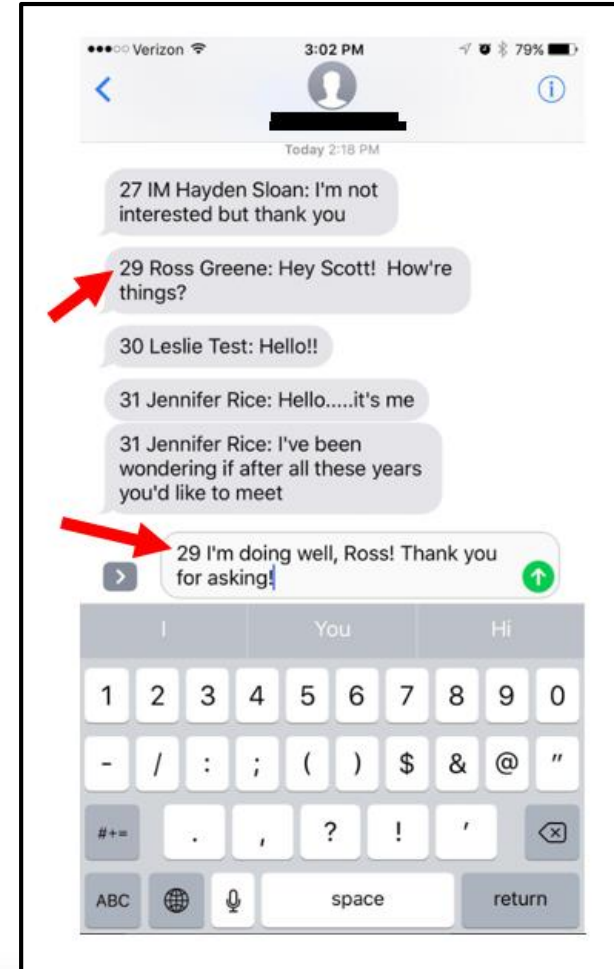
- Receive notification/text message from the system (964-73) about your lead.
- CALL the lead within the first 5 minutes of them registering on the site (during business hours).
 - Recommended Opening Line
 - "Good morning! This is [Agent Name] with the home search site that you are looking on. I see that you are looking towards living in [Favorite City]. Tell me: are you looking to buy in the next 3-6 months or are you just looking?"
- If the lead replies to the initial text, reply back as soon as possible.
- DOCUMENT by adding notes and reminders, updating pipeline stages, updating search criteria, etc.

Responding to Text Messages using your Cell Phone

1 – The text conversation with your CINC Agent Number houses your leads' responses.

2 – Each response has a routing number, the lead's name, and the lead's response.

3 – To reply to a particular lead, reply with the lead's routing number and then the message.



What You Need To Do Now?

- Log in and get engaged with the Leads Dashboard page!
- Begin calling your leads!
- Add notes, labels, reminders, and appointments!
- Play with the Saved Search Feature!