

## SHIFT Book Club Session 7

TACTIC #5: Get to the Table — Lead Conversion (p. 83-108)



### Questions to Ask:

1. How am I focusing on converting leads to appointments?
2. What strategies can I employ to increase my connecting, closing, and responding skills with motivated leads?
3. What am I doing to maintain a healthy mindset? How is my mindset helping or hindering my ability to set appointments?
4. What am I doing to be consistent in my follow-up? What scripts am I learning to support those efforts?