



**Unlocking Your Telephone
And Discovering A Gold Mine**

**Scripts
To
Dialogues**

Prepared exclusively for attendees
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Introduction

When was the last time something really excited you? Excited you so much that you couldn't wait to share it with someone else? Many times, things that are simple in nature and very often, things that are obvious generate this reaction. The ideas in this manual will appeal to your commonsense as well as the people you talk to.

When you take the time and energy to implement ideas and concepts, you're trusting those ideas will work. The idea of bringing the prospecting and buying process together is nothing new. People have talked about it for years.

That is exactly our point! They have talked about it. The most successful Real Estate Agents as well as the most successful Mortgage Lenders in the country are using our scripts and dialogues. The purpose of this book is to assist you in getting more appointments and closing more sales.

Success or failure is not dependent on luck, circumstances, fate or who got a good break. It is a matter of following a commonsense guideline anybody can use.

SUCCESS does depend on our ATTITUDE

Our attitude tells the world what we expect. We can have goals, but before the goal we have to have a vision. It is this vision that has let you achieve the success you have. It is because of your accomplishments in the industry that we want to work with you.

Let's face it *success is drawn to success.*

To become successful in prospecting you have to develop patience and understanding of the amount of time to complete the cycle. Just because you don't see immediate results, doesn't mean that your prospecting is not working or that you are not making progress.

You can watch your progress, and when you make that sale you can see that all those phone calls were worth it. As salespeople we want to see immediate results from our action, sometimes it takes time. It is critical that we never stop prospecting because we haven't generated a good lead. Success will come when you maintain prospecting intensity.

“Feeling guilty about not prospecting takes more energy than the actual prospecting”

The only way you are going to become good at prospecting is to practice, practice, practice.

We recommend that you **role-play** scripts at least one hour a day, five days a week.

It is always a good idea to have an accountability partner. We suggest someone on your team or another agent. When you have an accountability partner that you do this with, chances are, you will do the role-playing.

When you have memorized the script check it off! A habit is something you do without thinking; let these scripts become a habit for you.

We look forward to working with you to help you achieve your dreams.

Scripts to Dialogues

A script is a tool that gives you the most effective way to tele-prospect. It has structure and will let your prospect know the purpose of your call. The reason it is called a script is because it is written by an expert. The script should be practiced over and over until you know the message, the correct way to proceed with your prospecting calls. Once you have mastered the script, it is time to put it into your own dialogue. Add your personality, but be sure to keep the message clear.

Build Rapport and Work No More!

It is extremely important for you to build immediate rapport with every one you talk to. Nobody likes a pushy sales person!

Answer & Ask OR Acknowledge & Ask

In order to maintain control of all conversations, it is important to follow this rule.

Always answer a question and immediately ask another

OR

Always acknowledge a statement and immediately ask a question

Transition phrases

These phrases are used to control the conversation and lead the caller to a place you want to go.

Just out of curiosity...

By the way...

Filler phrases

These phrases are used to gather information you need to control the conversation and lead the caller to a place you want to go.

Could you tell me about...

Could you tell me if...

Oh really?

Does that sound fair?

Nuggets

Use these phrases to keep your client agreeing with the truth and moving forward in the home buying and selling process. The responses are obvious conclusions

For example: (Repeating back to the customer what they are looking for)

Let me get this right, you are looking for a 3-bedroom house, that's right isn't it?

That makes sense, doesn't it?

I'm sure you understand!

That's right, isn't it?

You can see that, can't you?





Calling Makes A Difference

Weekly Calls (That Add Value)

- | | |
|-----------------------------|------------------------|
| 1. Sellers | 6. Anniversaries |
| 2. Buyers: Active and B & C | 7. Birthdays |
| 3. Closed Buyers | 8. Sphere of Influence |
| 4. Active Referral Sources | 9. Market Update |
| 5. Info Line Calls | 10. Have's and Wants |

12 Things Customers Want From You

- | | |
|---------------------|-----------------------|
| 1. Care and Concern | 7. Save Time / Money |
| 2. Honesty | 8. Problem Solver |
| 3. Knowledge | 9. Promise / Deliver |
| 4. Stay in Touch | 10. Consistency |
| 5. Make it Easier | 11. Handle any Crisis |
| 6. Make it Faster | 12. Success |

Making Calls

- | | |
|------------------------------|----------------------------------|
| 1. Salutation | 4. Get Your Information |
| 2. Find Common Ground | 5. End on Common Ground |
| 3. Purpose of My Call is.... | 6. 7 to 9 Minutes <u>Minimum</u> |

Tips on working with Buyers and Prospecting

By following the tips below, you will be able to serve more clients, more effectively in less time.

Listen, Listen, Listen

Build Rapport

Answer and Ask

Mirroring

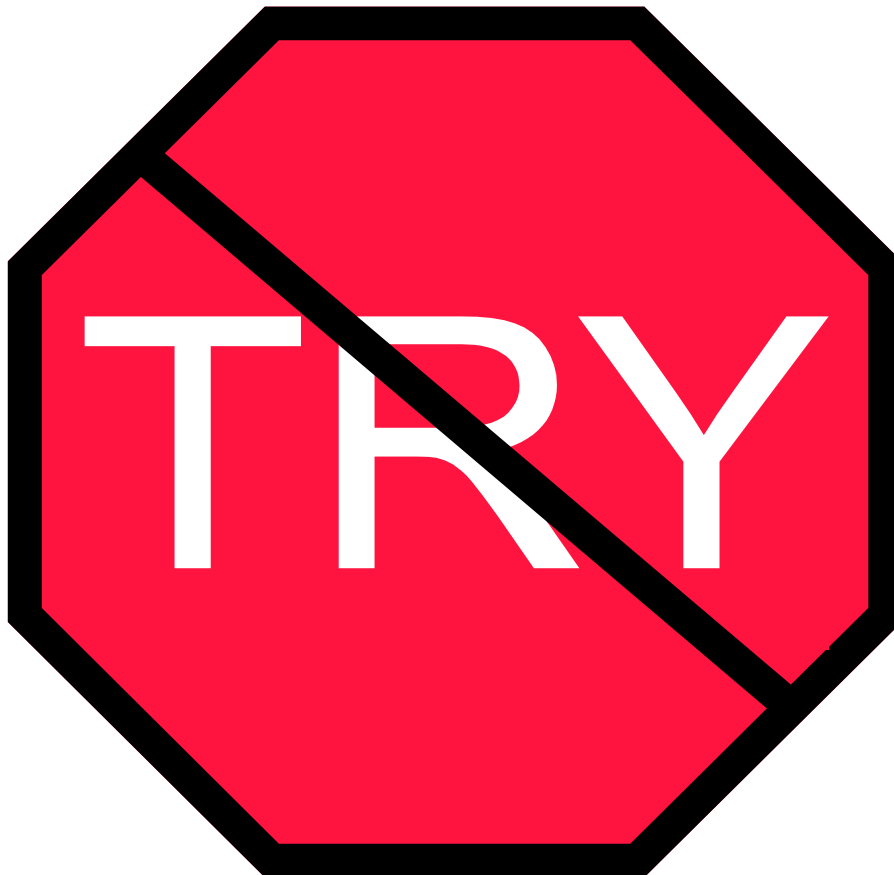
Let them talk

Use leading Questions

Do it consistently

Do it often

Don't stop until you get an appointment!



Six Steps to Effective Prospecting



Imagine a prospecting system that can generate 50-1500 prospects per month. Impossible, you say? Your current prospecting program generates only a fraction of that number of appointments, and you've used everything. By implementing lead generation systems and utilizing technology you will have the ability to generate more leads and perform lead follow-up daily. Database marketing combined with the latest technology can create a solution for your business to increase productivity up to 300%. When the system is designed to build relationships and supported with technology, it will create the results you want. Using the latest technology for lead generation combined with lead management systems and a well-targeted niche-marketing plan, you will be able to reach that goal in far less time than you ever imagined possible.

Step 1. Setting goals and defining your market. First define your goals. Then ask yourself, "Who are my customers?" or "What niche-markets do I want to reach?" If your goals are to increase your business, empower your employees, build lasting relationships with your clients and find new ways to support those relationships with technology; your goals are high, but attainable.

Step 2. Building your Database. The next step is building a database of the people you want to contact. A good place to start is with your past customers. Then look to various niche-markets, such as re-fi's, new purchases, b-paper, doctors and CPAs. Select the niches you want to contact, and then do a little research. Where can you obtain databases for those niches? Gather your information and design a complete prospecting solution using your Scripts To Dialogues and your Lead Management System as your primary tools.

Step 3. The initial contact. Design your marketing program to contact potential clients several times a year. The content of the message should be different each time, highlighting current low interest rates, special debt consolidation packages, or whatever you want to promote at that time.

Step 4. Effectively handling inbound prospecting. The fourth step is effective handling of the inquiries you have generated. This is a crucial step. These inbound calls must be directed to highly trained people. Because of the quality and continuity of their training, they will have a high success rate for converting inquiries into appointments for the sales staff.

Step 5. Empower your prospecting staff. The key here is teamwork and training on a daily or weekly basis. The training program must teach self-esteem, negotiation skills, listening skills and teamwork. Each of your prospectors should be paid a fair wage and bonuses! Remember, you get what you pay for! We believe that when you empower your staff, they will effectively communicate your vision. They spend much more of their time in positive, productive conversations; establishing appointments that they know will lead to new business.



Step 6. Prospecting for the 21st century. Take your prospecting program into the 21st century by combining it with the powerful potential of your web site. Set up your prospecting message to invite potential clients to visit your web site to learn more about how your products and services can work for them. Once they have visited your site, you can again employ technology to capture their email address and add them to your database for future outbound email broadcasting.

These six easy steps will guarantee that your potential clients will hear your message. Once you start, you'll see how easy it is to dramatically increase your business volume and increase your profits.



The Top 10 Ways to Overcome Fear of Rejection

Often in our lives we must ask someone for something. Whether the object of our desire is money, a date, a favor, an appointment, a raise, help, etc., we sometimes become tense, overwrought and paralyzed by the likelihood that our request will be denied. Here are some proven ways to get into action for the results you desire.

1. Imagine the best that could happen.

Imagination has power; use it to imagine the best, not the worst outcome. Imagine that your prospect says, "Yes"!

2. Begin.

Schedule an appointment with yourself to initiate the first contact. Go ahead, put the date and time in your day planner. Keep that appointment. No appointment to call prospects means no appointments with prospects.

3. Let a stranger run your life. (NOT!)

Every minute you spend in fear is a minute controlled by someone you don't know or something that hasn't happened. You are the one to determine whether or not you will enjoy success.

4. Have a vision bigger than you are.

Fear of rejection will be reduced to cold ashes when it is ignited by your burning desire. What fabulous picture do you see for yourself when your vision becomes reality?

5. Get a buddy.

It is easier (and more fun) to whistle in the dark when someone is in it with you. Trade off making calls and give feedback. Get better at what you do that works. When two or more people confront the boogeyman, he doesn't stand a chance!

6. Remember, it's about numbers.

Keep track of your numbers. Know how many contacts it takes for you now to generate the number of appointments you need this week, to make the number of presentations you need this month, to get the number of YESSSES you want this year.

7. Stay open to the outcome.

All you can do is your best. How people respond to that is beyond your control. However, when you focus on being your best, you will get more positive responses.

8. Be more interested in them than in yourself.

You have something of value to offer them whether they want it today or next year. By not contacting them, you deprive them of the opportunity to choose you to provide that value. Be generous; make that contact.



9. Use proven scripts and presentations.

Know what you are going to say. The more you know your presentation, the more relaxed, confident, and flexible you will be in making it. You will be free to really listen, and listening is the cornerstone of exceptional relationships. Exceptional relationships yield exceptional results. Build rapport and work no more!

10. Let your sphere of influence help make you successful.

The folks who know and trust you will be glad to talk with you, and they will give you referrals if they know the kind of referrals you want. Take the time to educate them about what you want for referrals; about how you will treat that referral, and about how you will thank them for making the referral. Make it easy and comfortable for them to help you be successful.



FROM KNOWING TO DOING How to Implement Role Playing!

- Have you ever implemented new tools and techniques - and found difficulty changing habit patterns?
- Have you ever exposed yourself to correct methods - and found that you just weren't doing what you'd been taught?
- Have you ever identified an error in your own skills or that of others - and found that it just didn't get corrected?

If the above challenges sound familiar to you, you'll find the solution right here. *"The step from knowing to doing," wrote Emerson, "is rarely taken"*. In our business there is only one way to take that step. First, identify the right techniques. Secondly, implement the systems and materials - through the use of correct role-playing!

What is "correct Role-Playing"? There are many misunderstandings surrounding this invaluable training tool. Role-Playing is not just "practicing out loud" and certainly not imitating material in front of others.

Rather, correct role-playing is the systematic building of correct *habit patterns* in a low-stress environment, followed by individual critique and correction of errors through role playing.

Let's think for a moment, what do the following people, Tiger Woods, Michael Jordan, The Beatles, Tom Cruise and Bob Corcoran have in common? If you said that they were all number one in their profession, you are right. However, let's look at what makes them great. All of them have been doing what they do for a very long time and have dedicated themselves to PRACTICE their talent. A doctor practices on dead people for four years before they are allowed to work on people that are alive. Imagine if you or your team had to practice real estate for four years before you were allowed to sell.

By following some of the suggestions in this document, you will be setting the stage for more efficient role playing sessions. Remember, this **ONLY WORKS** if you *believe* that practice makes perfect.

The Low-Stress Environment

In adults, nervousness impedes learning. Absorption and improvement occur most rapidly in a familiar business situation. This means at your desk, on your phone, with all necessary scripts and buyer/seller information sheets in front of you and calling a person whom you know, but who is playing the part of the buyer or seller.

Let's draw an analogy. If you were an outside sales rep and wanted to role-play presentations in front of a customer, would you do so on the telephone? Of course you wouldn't! Why not? Because the activity won't take place on the phone; it will take place face-to-face. Therefore, that would be how you'd role-play to match a real-life scenario.



Role-playing, if done correctly, is real. Or at least it's pretty darn close. Thus it should approximate "realness" as closely as possible. That means you should be at your desk, on your phone, with any forms, scripts, or outlines in front of you that you require. This isn't a "closed-book test" and there's no reason to memorize anything. In fact, you don't want to memorize anything in the BEGINNING, instead read from the script. If you do memorize at the beginning, you'll start making mistakes in the material and you'll be role-playing your mistakes. Not a good idea. Stick to the verbatim script until you are *solid* on the material. Role-play on the phone with the scripts in front of you. Remember, the script is the written word and you are in process of mastering the dialogues, the spoken word!

Do not face one another during the role-play if you are role playing prospecting.

While you may be slightly hesitant and will of course make some mistakes your first few times role-playing new material on the phone, this would escalate to full-blown panic if you were erroneously forced to role-play face-to-face. Not only will you be listening to your partner, but also your partner's body language can cause you to become distracted. When you're nervous, you won't learn a thing, other than that you don't want to role-play any more.

In a multi-person agency, you should select your two-person team (in a sales meeting format) with everyone else listening and filling out his or her buyer and seller information sheets. If you have an uneven number of people such as five or seven, the "odd person out" should listen in to a call and participate in the critique. The observers need to focus on listening and making sure that they are filling out their information sheets so that they will be able to provide constructive critiques after the role play session. In addition, it is also about familiarizing yourself with your lead sheets.

Remember to include the observers in the next role-play. Listening to role-plays alone will not help you master your skills. We refer you to a gentleman named Confucius who wrote 2500 years ago, "What I hear, I forget. What I see, I remember. But what I do, I understand."

Change Role-Playing Partners Periodically

Two people could have the same role-playing scenario in front of them, yet "play the part" completely differently. Taking the part of the buyer or seller requires a considerable ability to act. As each person will put his own personality into the part, you must change partners on a regular basis. Otherwise, you'll get to be terrific with that personality, but less than terrific with others.

If you have only one person with whom you can role-play, be sure to write "personality" into the scenario. We recommend that you have your partner be each of the DISC personality styles. You'll have to insert "you are D," or "I" or "S," or a "C," or something to remind your partner that he must take different roles to reflect the different personalities you'll encounter. Or simply make up four 3x5 index cards with one letter written on the card to represent the personality and given to the person you are role playing with.



Set Up Pre-Written Objections for the Agent

We all know that when we are on the phone prospecting, people will give us objections for why they may not want to work with us, or why a particular property does not meet their needs, and our job as an agent is to overcome these objections and continue to “close the deal”. For this to happen it’s imperative that we role-play the possible objections, so that when they come up we handle them like a seasoned pro, putting the client at ease and continually moving the relationship forward. Role-Playing is not just a way of polishing a pre-determined script to perfection. To the contrary, once that pre-determined script is mastered thoroughly, it’s a way of shoring up areas of weakness. If done properly, this invaluable training tool will greatly enhance your flexibility, your alertness to opportunities, which you may now be missing, and will identify areas where you could improve.

To do that, however, requires the person taking the part of the buyer or seller to give the agent objections that he/she is likely to encounter. Does the agent fumble his or her response? Or does he/she spot it and handle it well? How you respond in role-playing (if your partner is credible in his/her part) is how you will respond for real on the phone. Remember to keep it real. Use your name, phone number and other information during the role-play session.

Let’s review a few examples. When talking to your prospect, do you recognize the personality type of your prospect and respond accordingly? Or, do you talk to all of your prospects exactly the same? When playing the part of the buyer or seller, let the agent know which personality type you are, such as I am a “C” personality and I like lots of information. Now, listen to make sure that the agent asks you questions such as: “So, what do you think of that?”

When playing the part of the buyer or seller, you will also want to identify what category of buyer or seller, A, B, or C you are prior to the role-play session. Do not switch categories during the role-play. Be consistent and have the agent identify which category of buyer or seller you are. If the agent gets it correct, congratulate them on their skill at recognizing their clients’ needs.

Now, when asking for referrals (buyer or seller leads), do you always ask yourself “who else?” after getting a referral? Or do you settle for just one? 40 percent of agents are so happy to get one referral that they don’t even ask “who else?” How do you find out if you, or others on your team, are leaving an untold number of referrals behind? Just set up a “trap” in a role-playing scenario, as follows: “you will give three referrals if asked, but only one at a time. The agent must ask ‘who else’ before you disclose #2, and again before you disclose #3.”

How good are you (or is anyone else on your team) at dealing with unexpected objections on Follow-Up after the first contact? Here’s a very overlooked area where you can really increase production with no extra time spent on the phone. In fact, when we do consistent Follow-Up with either buyers or sellers, the almost invariable result is an extra 20 percent to 40 percent in production from this area alone!

Let’s discuss the following situation as an example.



Suppose it's a Follow-Up with a buyer or seller. Here's a pre-written scenario: "After a great first contact, you make a decision that your prospect is a serious buyer with a home to sell. Your prospect said that they would be prepared to purchase a home and put their property on the market in 90 days. However, your Listing Agent tells you about a house that is in their price range and is perfect for them, will be on the market in 2 weeks. You have told your prospect that you would be in touch with them in a couple of weeks."

How do you think you'd do in this situation? Would you handle it correctly, motivating the buyer to proceed with getting their pre-approval letter, discussing options that your buyer has such as a bridge loan or getting their home ready to sell sooner and on the market this week? Or would you give up and risk losing the commission?

In all of the above examples, The answers revolve around three points. First, do you have the correct words to say? Secondly, do those words rest on a solid foundation of classical selling skills? Thirdly, have you practiced both foundation skills and industry-specific words and rebuttals through role-playing until both become an instant automatic reflex?

Initially, Keep It Simple

The first few times a person role-plays, he or she will be a little nervous and unsure of the material. This is not the time to introduce difficult role-playing situations with lots of strong objections or difficulties. Rather, you should just let the agent walk through the material until he/she feels more comfortable with it. The right way to learn material rapidly is to practice it out loud the night before. Only the most motivated agents, however, will actually do this sufficiently. Some easy role-playing initially, and then proceeding gradually to more and more difficult situations, reluctant buyers and sellers, more and more objections, will quickly enhance skills without putting excess pressure on the agent.

Remember, the best way to learn is to *build your confidence*. By starting out with the easy scenarios, YOU will build the confidence you need to continue with the harder calls. Don't forget, most of us started out learning to ride a bike that had training wheels on the bike. As our confidence grew, some of us needed to take off one of the training wheels, after we mastered that (confidence that is) we took off the other training wheel. Do you remember the first time you rode your two wheeler? For most of us it was looking behind and seeing our Mom or Dad about a block behind us. Then falling over!!

Vary Role-Playing Scenarios

It will be important to mix up the role-playing scenarios once the script has been practiced a few times to avoid becoming "pattern trained." While learning the script, you will practice the objections and responses in order several times; this will help you learn the correct response to the objection. The next step is to start "mixing up" the scenarios with objections and responses in random order so that you are prepared for what ever objection your prospect may have. "Mixing up" scenarios will avoid the problem of "pattern training."



Modeling or Mirroring

Voice intonation is so critical to the manner in which material is received that any material to be role-played must be "modeled", i.e. demonstrated, to obtain benefits. This means audio, video, or constructive critiquing where the actual voice of the presenter is utilized. Written script alone, such as CD's, books or flipcharts are appropriate for transmission of concepts and ideas, but virtually useless for implementation of genuine material to be utilized on the phone, due to the lack of "modeling."

Results

Does correct role-playing sound complex or difficult? It isn't, really. Think of it as rehearsal for a play or movie. You wouldn't go in front of a live audience without practicing, would you? Everyday, 30 minutes-a-day, Monday through Friday, will identify problems, correct difficulties, and smooth out pre-determined material quickly and effectively. Every genuine training program should embody some degree of role-playing. That's how you go "from knowing to doing!"

What does all this mean??

Here we will recap it for you:

- Low-Stress Environment
- Do not face one another during the role-play
- Change Role-Playing Partners Periodically
- Set Up Pre-Written Out Traps for the Agent
- Keep It Simple
- Vary Role-Playing Scenarios
- Modeling or Mirroring
- Results

Role Playing Made Easy

- **Low-Stress Environment**
 - Ø Be prepared
- Ø At the beginning, practice with someone that you feel safe with
 - **Do not face one another during the role-play**
 - Ø Do over the phone
 - Ø Call from different locations
 - **Change Role-Playing Partners Periodically**
 - Ø Change Daily
 - Ø 3 Different people a week
 - **Set Up Pre-Written Objections**
 - Ø Look for solutions
 - Ø Be present - listen
 - **Keep It Simple**
 - Ø Practice the easy things first
- Ø Don't change roles mid-way through your role playing
 - **Vary Role-Playing Scenarios**
 - Ø Master the scenario before moving to the next
 - Ø Have all scenarios spelled out ahead of time
 - **Modeling or Mirroring**
 - Ø i.e.: They talk slow, YOU talk slow
 - **Results**
 - Ø Results builds confidence

Above ALL else: Answer & Ask OR Acknowledge & Ask!



GUIDELINES FOR ROLE PLAYING

In order to have a successful role play session there are several guidelines to follow. By following the guidelines, you will have more fun and your prospecting results will be greater!

1. Make a schedule for you 30 minute per day role play sessions. Remember to make a commitment to be on time, prepared and focused on getting more confident with your scripts.
2. Set the stage before you begin your role play session. Make sure that you have Buyer and Seller Informations Sheets, your Scripts to Dialogues and Structure of A Call are in front of you. Also, have your schedule in front of you as well. Have a glass of water, soda or coffee at your desk so that you don't take a break to get something to drink. If you discover that your mouth gets dry, drink some water with lemon in it.
3. Get rid of distractions. Turn off your computer, cell phone and any other devices that could cause you to become distracted.
4. Do not face one another during the role play session. Remember that prospecting is done over the phone and in order to get more confident with your Scripts to Dialogues make it as real as possible. Also, while facing one another you will be distracted by body language and facial expressions.
5. Be nice, when you are the buyer or seller in the role play scenario be sure to be realistic. Sometimes we want to make it tough on the person being the agent. Do NOT be the kind of prospect that the person being the agent in the role play would chose NOT to work with you! The highest percentage of prospects are approachable and appreciate that you are calling to provide more information regarding the purchase or sale of property. Use scenarios that are most common, such as:
 - Buyers:**
 - a. Renter on a month-to-month lease agreement
 - b. Wants to move in 3 months or less
 - c. Living at home
 - d. Relocating to the area
 - e. Has a house to sell
 - Sellers:**
 - a. Come list me now, ready to sell
 - b. Lead that you have generated yourself from your Sphere of Influence or one of your Past Clients
 - c. Lead from one of your Team Members
6. The person being the buyer or seller needs to determine prior to the role play what category A, B or C prospect that they are. The person being the agents needs to be able to determine who they are talking with.
7. Fill in your Buyer and Seller Information Sheets during the role play session, this will improve you skills of going between the two forms during the role play session.
8. Listen to the tones of your voice, one of your greatest tools in prospecting is how you use the tone of your voice to express emotion. Be energetic, excited and do not speak to fast.
9. Have FUN!!! Role playing is your time to practice your tools. Have fun with it, be consistent and diligent and you will see the results of your efforts.
10. Provide constructive critiquing, do NOT criticize the person being the agent.

Leading Questions



The three reasons people move forward with the decision to buy a home are: location, price and motivation. Once you have established all three of these, they are ready to sign. The best way to recall a question is to use word association. For example, when you hear any words associated with PRICE, let it trigger the PRICE questions.

Price:

Is that a price range you are looking to buy in or is that a price that you have been approved for by a lender?

What price range are you looking to buy in?

Location:

What areas are you looking to buy in?

Are you familiar with that area?

Are you interested in a specific subdivision?

Criteria:

If a response is made that the home is too small, too big, etc., ask the following question

In order to understand what you're looking to buy, exactly what are you looking for in a new home? (Always get minimum requirements)

Renting:

Do you rent or do you own?

Do you rent month-to-month or do you do you have a lease?

When does your lease expire?

Have you checked to see if you can rent from: (month to month, sublet, etc.)?

Finance:

Have you been pre-qualified or credit approved by Mortgage Company? By that I mean have you spoken with a lender to find out the maximum amount you can borrow and what your comfort level is?

PRE-QUALIFIED or PRE-APPROVED means speaking with a lender over the telephone and giving general information. This usually takes about 10 minutes.

CREDIT APPROVED or APPROVED means actually making mortgage application. Your approval is usually for 6-12 months and would be subject to the appraisal of your new home. Once you are credit approved, you are like a cash buyer and this generally represents a 3-5% savings to you. That sounds great doesn't it?



Qualifying Questions

The importance of using qualifying questions lies in the fact that it allows you to gather important information about your clients. Additionally, it will save you and your client time. You start using qualifying questions from your first contact with your client and continue through to closing.

I see, how long have you been looking for a home to buy? O.K. Have you established a time frame of how soon you want to be in your new home?

Let me ask you this, are you currently renting or do you own the property you're living in?

O.K., well on a scale of 1 to 10, with a 10 meaning that you are definitely interested in moving and a 1 meaning you are not really interested in moving at all, where would you rate yourself?

O.K., Just out of curiosity, what attracted you to that home? Was it the location, price, size or exactly what are you looking for in a new home?

If we found the right home for you, are you prepared to buy it today?

Are you approved for your mortgage already?

Are you a cash buyer? (Meaning: already approved for a mortgage)
(If no) Would you like to be?

Is it best to reach you at your daytime number? May I have a (daytime, night-time) number I can reach you at? So I may serve you better, what is another number I will be able to reach you at?

I can see you on (day of week) or (day of week), which is more convenient for you?

Are weekdays or weekends better for you? Should we meet on (day of week) or (day of week)? Is it better to meet you in the afternoon or evening?

What are the top three priorities you are looking for in a home? There are 3 things people must have in a home, what are your must haves? If we found a home that matched your top 3 must haves, are you ready to buy?

What have you liked about the homes you have lived in? Tell me what you like and dislike about where you are currently living.

Test Closings

What would you do if you couldn't decide which home to buy?
Buy them both?

By the way, did you bring your checkbook with you today?

Are you ready to buy today?

Do you want to be in your new home this month or next month?



The Structure Of A Call!

LOCATION – PRICE – MOTIVATION – WORKING WITH ANOTHER AGENT - MORTGAGE

LOCATION – WHERE DO THEY WANT TO LIVE?

The home you called on is located in the _____ area, is that the area you are looking to buy in?
Just out of curiosity, what areas are you looking to buy in?

PRICE – HOW MUCH HOUSE CAN THEY AFFORD?

The home you called on is listed at \$_____, is that the price range you are looking to buy in?
So, what price range are you more comfortable buying in?

MOTIVATION – WHEN CAN THEY MOVE IN?

Just out of curiosity, do you currently rent or own your home?

OWN: Oh by the way, is your home currently on the market?

RENT: So, are you month-to-month or are you in a long-term lease?

Just out of curiosity, how soon do you want to be in your new home?

WORKING WITH AN AGENT – HAVE THEY SIGNED A BUYER AGENCY AGREEMENT WITH ANOTHER AGENT?

Just out of curiosity, how long have you been looking for a new home?

How many homes have you seen the inside of?

Just out of curiosity, how have you been seeing homes, are you going to open houses, with an agent or door knocking?

At this point determine if you are working with an A, B, or C Buyer.

If A Buyer Proceed To Mortgage and Then Close For The Appointment!

If B or C Buyer, discuss the appropriate follow up system, get their email address and place in your automated follow up system. Place your Buyer Information Sheet into the appropriate folder so that you can do your follow up calls.

MORTGAGE

Out of Curiosity, will you be paying cash or will you need a mortgage?

CLOSING – CLOSE FOR APPPOINTMENT

Based on the information you have given me, here is what I recommend we do.... Let's set up a time to meet to go over the home buying process, do a complete market overview plus set up a time to go look at homes. How does that sound?

Hotline Scripts

Agent calling



Hi. This is «Agents_First_Name» «Agents_Last_Name» with «Agents_Company_Name». How are you today? (*Wait, listen and acknowledge the response*)

The purpose of my call is that I noticed you called my real estate hotline regarding a home located in the area AND as a courtesy to my sellers, I wanted to follow up with you to see if you got all the information you needed **OR** if I can answer any questions you have regarding financing? (*Wait, listen and acknowledge the response*)

The following script can be used to have an associate, such as a telemarketer or Buyer Agent, do the calling for you

Associate Calling

Hi this is «Readers_First_Name» with «Agents_First_Name» «Agents_Last_Name»'s office of «Agents_Company_Name» How are you today? (*Wait, listen and acknowledge the response*)

The purpose of my call is we noticed you called our real estate hotline regarding a home located in the area **AND**, as a courtesy to our sellers, I wanted to give you a call to see if you got all the information you needed **OR** if I could answer any questions you may have regarding financing. (*Wait, listen and acknowledge the response*)

The following script can be used if you have a lender helping you return your hotline calls
(*Cash buyer means being pre-approved for a mortgage before they look at homes*)

Affiliate Calling

Hi this is «Readers_First_Name» of «Mortgage_Company_name», how are you today? (*Wait, listen and acknowledge the response*)

The purpose of my call is, we sponsor the real estate hotline that you called regarding a property located in the area AND I wanted to follow up with you to see if you got all the information you needed or if I can answer any questions you may have regarding financing. (*Wait, listen and acknowledge the response*)



Most Common Responses & Objections

Many of these objections and responses are heard when you are using a lead generation system such as an 800 number or some other hotline. Even though that is the case, many of the responses are heard as a result of prospecting. The responses are worded in such a way that allows you to start a conversation with the person you are talking to. Remember; build rapport! Listen to the response and they will allow you to immediately ask another question. Remember;

ANSWER AND ASK!!

I got all the information I needed

RESPONSE: Great, then you know this home is in the _____ area, is that an area you're looking to buy in? (*wait... listen... respond*)

I don't want to buy right now.

RESPONSE: Well, I can appreciate that, are you looking at 3 months, 6 months or longer before you move? (*wait... listen... respond*)

I'm not interested (in what?)

RESPONSE: I see, well this home is in the _____ area, is that an area you're looking to buy in? (*wait... listen... respond*)

I was just curious:(about what?)

RESPONSE: Ok, well this home is priced at _____, is that a price range you're looking to buy in? (*wait... listen... respond*)

Where was that home?

RESPONSE: That home is located in: _____, Is that an area you're interested in buying in? (*wait... listen... respond*)

I didn't call.

RESPONSE: Oh, it must have been somebody else in your home that had called. The home they called on is located in _____. Do you know if that was an area they are looking to buy in? (*wait... listen... respond*)

I'm looking for my sister, brother, etc.

RESPONSE: That home is located in: _____ is that an area they are interested in buying in? (*wait... listen... respond*)

I was just curious as to what the home was selling for.

RESPONSE: Well the home is listed for: _____. Is that a price range that you're buying in? (*wait... listen... respond*)

I'm not ready to move yet.

RESPONSE: Well, I can appreciate that; as a matter of fact a lot of the people we work with are in the same situation as you. Are you looking at 3 months, 6 months or longer before you might move? (*wait... listen... respond*)

I have to sell my house first.

RESPONSE: I can appreciate that. Is your house currently on the market? (*wait... listen... respond*)

How did you get my number?

RESPONSE: Well, the real estate hotline we use, is similar to caller ID AND I was just following up to see if you got all the information you needed, **OR** if you would like to set a time to see this home? (*wait... listen... respond*)



Buyers Questionnaire

1. Let me ask you this: are you currently renting or do you own the property you're living in? (*Wait, listen and acknowledge the response*)
 - (**IF OWN**) By the way have you listed your property? (*Wait, listen and acknowledge the response*)
 - (**IF RENT**) Ok, well are you on a month to month or do you have a lease? (*Wait, listen and acknowledge the response*)
2. I see, well how long have you been looking for a property to buy? (*Wait, listen and acknowledge the response*)
3. Just out of curiosity what made you call on this home? Was it the location, price, the size or exactly what are you looking for in a new home? (*Fill out your buyer lead sheet as you go*) (*Wait, listen and acknowledge the response*)
4. O.K. Have you established a time frame of how soon you want to be in your new home? (*Wait, listen and acknowledge the response*)
5. Are you a cash buyer? By that I mean, have you made an actual mortgage application and have you received an approval certificate?
 - (**IF YES**) Great? With which company have you been approved with and how much have you been approved for? (*Wait, listen and acknowledge the response*)
 - (**IF NO**) Oh really, did you know that because of the current market conditions, sellers aren't really motivated in working with buyers who are not approved? For example; imagine you are a seller, and you have two buyers who want your house, one is approved for their mortgage and ready to close and the other has not even talked with a lender. Who would you want to seriously negotiate with? (*Wait, listen and acknowledge the response*)

**ASK ANY OTHER QUESTIONS THAT COME TO MIND AND
CLOSE FOR APPOINTMENT**

Appointment Close

(Fill out your lead sheet as you go)

Well, based upon the information you've given me, what I recommend we do is set up a time for you to come to our office.

What we'll do is go over the buying process and decide what your wants and needs are in your new home. Does that sound fair enough to you *(wait, listen and acknowledge the response)*

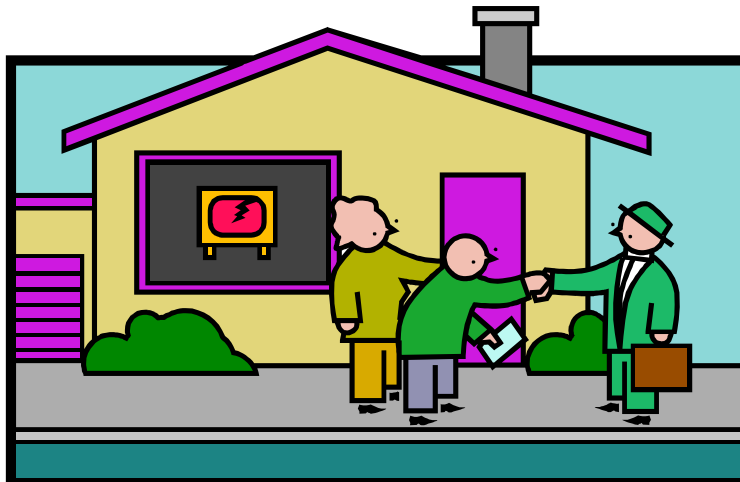
GREAT! Now I can see you either on *(DAY)* or *(DAY)*. Which would be more convenient? *(Wait, listen and acknowledge the response)* **GREAT!**

Would you like that in the morning or afternoon? *(DETERMINE TIME)*

O.K. Will you be bringing someone else along who will be involved in the purchase of your new home? *(Wait, listen and acknowledge the response)*

O.K. Just one more question here and I'll let you go. In case I can't get in touch with you at this number, how can I reach you? *(Wait, listen and acknowledge the response)* **GREAT!**

Let me give you my telephone number, (give #) I look forward to seeing you on *(date)* at *(time.)* Do you know where we are located?" *(Wait, listen and acknowledge the response)*



Seller Information Sheet

Date: _____ **Lead Generator:** _____ **Source of Lead** _____
Lead Assigned to: _____ **Status:** A B C (circle one)
Outside Referral Fee: YES NO **If YES, to who:** _____ **%:** _____ **Phone:** _____

Prospects Name: _____ **Spouse:** _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Home Phone: _____ **Work/Cell:** _____ **Email:** _____

Is the property address the same as your mailing address? YES NO
If NO, What is your mailing address? _____

Are you the only person on title to the property? YES NO If NO, Who else is on title? _____

Why are you selling? _____ Where are you moving to? _____

When do you need to be there? _____ Do you need an Agent there: YES NO

How long have you owned your home? _____

Would you describe your home for me?
bedrooms _____ # baths _____ Age of Home: _____ Model: _____
Subdivision: _____ Type of garage? _____
Square feet? _____ Lot size? _____
Special features: _____

What sold you on your home? _____

Describe your location w/i your Subdivision: _____
(View, backs to main road, privacy, etc.)

Have you done any updating to the home since you bought it? YES NO
If YES, What kind of updating? _____

What are homes like yours selling for in your neighborhood? _____

What would be an acceptable selling price for you? _____

What do you owe on the property? _____ What Interest Rate: _____

How did you hear about us? _____

What are the three things you are looking for in a Realtor?

Have you or are you going to talk with any other agents? YES NO If yes, when: _____

Great that should do it for me, is there anything else I should need to know: _____

NOTES: _____

Appointment Date: _____ **Time:** _____ **Deliver Pre-List on:** _____

GREAT, let me take a moment to make sure I have all the information I need!

Buyer Information Sheet

Date: _____ Lead Generator: _____ Source of Lead _____
Lead Assigned to: _____ Status: A B C (circle one)
Outside Referral Fee: YES NO If YES, to who: _____ %: _____ Phone: _____

Prospects Name: _____ Spouse: _____

Address: _____ City: _____ State: _____ Zip: _____

Home Phone: _____ Work/Cell _____ Email: _____

Own: _____ Rent: _____ Lease Expires: _____ Rent Amount: _____

If own, is house on the market? YES NO

If yes, are they buying with agent? YES NO

If own, do they have to sell first? YES NO

How long looking for home? _____

If own, is Listing Sheet filled out? YES NO

If NO, why: _____

Criteria

Working with another Agent: YES NO

Motivation Level: 1 2 3 4 5 (1 low 5 high)

Best time to look: • Day • Evening • Weekday • Weekend

Price Range: _____ to _____ Time Frame: _____

Desired Areas: _____

Bedrooms: _____ # Bathrooms: _____ Garage: _____ Style of Home: _____

Any special needs? _____

What are the three things you are looking for in a Realtor?

Initial Consultation Date: _____ Time: _____ Follow-up on: _____

NOTES: _____

Follow Up Date And Time	Status	Follow Up Date And Time	Status
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Mortgage Information

Mortgage Company: _____ LO: _____

Phone: _____ Approved Amount: _____

Amount of Down Payment? _____ Source of Down payment: _____

Notes: _____

GREAT, let me take a moment to make sure I have all the information I need!

The twenty three most important two letter words

If it is to be, it is up to me! If it is up to me, it is to be! So Be It!

Congratulations!

Your Telephone Is Now A Gold Mine

