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DIALOGUES

— F O R —

**BREAKTHROUGH
CONVERSATIONS**



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HOW TO EFFECTIVELY USE THE SCRIPTS BOOK



Find a role play partner



Practice daily so
the script becomes
natural to you



Use the scripts as a
guide – and adapt
accordingly for
individual situations

[X]

When you see [X] at the end of a sentence it represents waiting for the Client to answer the question, then repeating their answer in approval, then asking the next question.

...

When you see [...] that is for a pause in your delivery.

These dialogues are meant to be used somewhat loosely. You will be calling your database four to six times per year, alter the dialogue as necessary.

PRE QUALIFYING YOUR LISTING

APPOINTMENT DIALOGUE

Hi (name) ... it's (name) with (company) ... I'm calling to confirm our appointment for (day/time) ... does that time still work for you?

I'm really excited about the opportunity to work with you. I take this process very seriously and I'm committed to getting your property sold at the highest price in the shortest time frame. I want to be 100% prepared before I come out ... so I have some additional questions for you:

Let's confirm ... when we sell your home... you're moving to (city), correct?

And you want to be there by (time frame) right?

Assuming you ... choose me ... to represent you ... how soon can we begin marketing your property?

Tell me again... your main reasons for selling this property?

So ... what price do you want to sell your home for?

How did you determine that price?

And ... how much do you owe on the property?

Are there any other special features of the home ... you feel could impact the value?

PRE QUALIFYING YOUR LISTING

APPOINTMENT DIALOGUE *CONT'D*

Is there anything that could be perceived as a negative ... that could also impact the property value?

This sounds great I'll be sending over my marketing proposal via email ... will you take a few moments and review it before I arrive?

Will all the decision makers be there?

[IF YOU ARE COMPETING ASK]

So tell me ... what are you looking for in the agent you choose to represent you?

ADDITIONAL QUALIFYING QUESTIONS

How will you know when you have the right agent?

Do you have any questions for me before I arrive to prepare for our meeting?

Obviously ... if you are as confident as I am that I can... sell your home... will you be ready to ... list with me ... at the appointment?

[IF NO]

Tell me about that? (discover and resolve)

[IF YES]

Wonderful! Please have a copy of your key and your mortgage information handy for me, okay?

This sounds great! I have everything I need to prepare ... Again ... I'll be sending over my marketing plan and more ... Will you take a few moments and review it?

I look forward to seeing you (day/time) ... Have a great day.

UNIVERSAL QUALIFYING QUESTIONS

(You can use this dialogue for most leads you speak with by modifying your opening)

If you sell your home, where are you moving to? Terrific!

How soon would you like to be there? Tell me about that...

So, what's causing you to move to (x)? Tell me more about that.

Who is involved in the process of (x)? How do you feel about it?

What has to happen in order for you to?

Do you have a plan "B"... in case this doesn't work out?

Let's go ahead and set an appointment... Which is better for you...
mornings or afternoons?

How about (____) or (____) time?

LEAD FOLLOW UP

Option One:

Hi (name), it's (name) with (company) ... how are you today? We spoke (time frame or location or introduction) about your desire to (buy/sell/invest) ... and ... I'm following up as promised ... to schedule a time to meet with you ... Do you have your calendar handy? Are mornings, afternoons or early evenings better for you? How about (date) and (time)?

Option Two:

Hi (name) ... it's (name) at (company) ... I've been thinking about you and your desire to (action they want to take) ... I've been doing some research ... and would like to schedule a time to meet to (show you what I've found/see your home/discuss the next steps) ... and I was wondering ... what would be the best time to get together?

NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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PASSION RULES



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