

Buyer's Agent Team Coaching™

Scripts - Session 14

Moving a Buyer Prospect Out of Neutral into Buy!



To your Achievement of Excellence in Life

SCRIPTS

1. *“Mr. Smith, I need your help. We have talked _____ number of times in the last few weeks. I have sent you information on the marketplace and our services. I really have begun to understand your needs for your family, but I need a little more clarity to do the best job for you. We can easily accomplish this in a short appointment. Would _____ or _____ be better for you?”*

2. *“Mr. Smith, I could use a little assistance from you. We have been working together for _____ weeks. I have invested time because I know I can really help you and your family and I felt a connection with you. I really would like the opportunity to serve you, but I am now sensing something is not quite right. Do you mind me asking what that is?”*

3. *“Mr. Smith, I need your assistance. Over the last few weeks you have given me every indication that you wanted to make a change in your home for your family. I would like to know if there is an opportunity to do some business or is the timing not quite right at this point?”*

4. *“Mr. Smith, if we can provide you with a better probability of finding the right house for you and your family at a competitive price with competitive financing, is there any reason why we cannot do business together?”*

5. *“Mr. Smith, if we can provide you with the highest probability of you achieving your goals with regard to purchasing a new home, more than any other real estate firm, what will you do?”*

GETTING YOUR PROSPECT TO OPEN UP

“Mr. Smith, that is great. We have both put some time and effort into achieving your goals. When do you think we can get started?”

“Mr. Smith, that’s wonderful. I know you have been doing your research for awhile. That should give you comfort in moving forward. When would you like to take the next step and meet?”

STALL SCRIPTS

“Would you ever see yourself using a service like mine?”

If “yes”, then ask:

“Under what circumstance?”

If “no”, then ask:

“Why?”