

# Buyer's Agent Team Coaching™ II

Scripts - Session 4

Expanding Your Questions to Increase Conversion Rates



To your Achievement of Excellence in Life

## WANTS-BASED QUESTIONING

*"If you could design the idea home, what would it include?"*

*"If budget were not of concern, what other amenities would you want?"*

*"What ideally do you want the end result for you to be?"*

*"What's most important to you about moving?"*

*"What's most important to you about the services a real estate agent might offer?"*

*"What would settling your family into the right home for you mean to you?"*

If you get a vague or uncertain response:

*"And what's important to you about that?"*

*"\_\_\_\_\_, I know you are in the (4 stages) \_\_\_\_\_ stage and there are a number of steps in your evaluation process, but I want to make sure that I'm giving you the best recommendation for you and your family. So tell me, what's most important to you about..."*

## ASSUMPTIVE TECHNIQUE

*"Let's assume that you like the properties you see when you receive them...what happens next?"*

*"Let's assume that the properties are exactly what you are looking for...what should our next step be?"*

## USING LEAD SOURCES

*"What was it that caught your eye about \_\_\_\_\_ and prompted you to \_\_\_\_\_?"*

*"There must have been something that caught your eye to prompt your \_\_\_\_\_, can I ask what it was?"*

## GETTING OVER THE HUMP

*"\_\_\_\_\_, your thoughts on what you'd like to see in a (new home) will help me provide you with the very best information."*

*"\_\_\_\_\_, before I make a recommendation, is there anything else I should know about your situation?"*

*"Many of buyers in today's market have found challenges in \_\_\_\_\_ area, what has been your experience?"*

*"What is the most important thing you hope to accomplish with a new home?"*

## TRIAL CLOSES

*"What would you like to see happen as a next step?"*

*"Are you considering these options at this time?"*

*"How can we make this work for you?"*

*"What do you see as our next steps?"*

*"How would you like to proceed?"*

*"What do you need to feel comfortable to continue to move forward?"*

## VERBAL BRIDGE TECHNIQUE

*"Oh (Name), while I have you...."*

*"(Name), before we conclude..."*

*"(Name), one more thing...."*

## 3RD PARTY VALIDATION SCRIPTS

*People that are using our site (Name), find that...*

*Current users of \_\_\_\_\_ tell us that....*

*Our customers who use \_\_\_\_\_ say....*

LEVERAGE A PROBLEM

*"What do you think will happen if you wait?"*

*"What would the most likely result in (home prices / Interest rates / selection opportunities) be if you wait longer?"*

*"What would happen if you do nothing?"*

*On a scale of 1 to 5 (with 5 being highly likely), how likely do you think (\_\_\_\_\_)?*

*On a scale of 1 to 5 (with 5 being highly probable) what score would you give (\_\_\_\_\_)?*

*"Well, what are your thoughts? Come on (Name), humor me here, this is an important consideration. Where would you place this on a 1 to 5 scale?"*

*"That's interesting, may I ask you thoughts on why \_\_\_\_\_?"*