

# Buyer's Agent Team Coaching™ II

## Session 2

### Focused and Successful Follow Up Calls



To your Achievement of Excellence in Life

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## OBJECTIVES

**During this session you will:**

- Improve your conversation quality
- Quick key questions to improve your calls
- Using agreement statements, positive connective phrases, and bridged closing statements

**QUALITY CONVERSATIONS**

**OBSERVATIONS**

**How many quality conversations am I having daily or weekly?**

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**TIPS FOR CHECKING CONVERSATION QUALITY**

- 1. Engaged dialogue with the prospect.**
  
- 2. There was a qualifying element that included one or more of these type of questions:**
  - A. Explanation of their timeline**
  - B. Needs assessment**
  - C. Typical decision making process**
  - D. Information requirements to decision**
  - E. Key problems they are trying to solve**
  - F. Price range or payment range**
  - G. Other agents in the mix**

**OBSERVATIONS**

**Are your follow up calls accomplishments or just activities?**

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Are we progressing or are we stuck?

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KEY QUICK QUESTIONS TO ASK TO MOVE TO ACCOMPLISHMENT LEVEL OF A CALL:

Scripts:

- *So, where are we right now?*
- *Where do we sit currently?*
- *How do you see us proceeding?*
- *What needs to happen on your end to move forward?*
- *How far do you feel we have progressed to this point?*
- *How close are you to making this happen?*
- *What do you need to feel comfortable to continue forward?*
- *What are the next steps?*
- *What next?*
- *How can we make this work?*

GET INVOLVEMENT

GET THEM INVOLVED SCRIPTS

Script:

*I'm calling to continue our conversation of \_\_\_\_\_, where we discussed \_\_\_\_\_ and you were going to review the \_\_\_\_\_ I sent you. I'd like to go through those with you and I have some additional information I believe you'll find beneficial.*

Script:

*The last time we spoke you had shown interest in.....*

*I'm calling to continue our conversation from \_\_\_\_\_ where we had discussed \_\_\_\_\_ and you were going to \_\_\_\_\_...*

**Script:**

\_\_\_\_\_, there are a couple of unique amenities on the property on \_\_\_\_\_ that I wanted to point out. I sent you the information on \_\_\_\_\_ at \_\_\_\_\_ time. Can you pull it up on your email now?

**Script:**

\_\_\_\_\_, there has been a shift in the marketplace in the last few \_\_\_\_\_. I need about \_\_\_\_\_ minutes to help you understand the key changes and how that effects buyers today. I sent you our market trends report on \_\_\_\_\_ at \_\_\_\_\_ time, can you quickly pull that up in your email now?

**GET AGREEMENT**

**GET AGREEMENT SCRIPTS**

**Scripts:**

- Does that make sense so far?
  
- Does that makes sense for you as well?
  
- Is that helpful to you?
  
- Is my reasoning sound?
  
- Would this fit?
  
- Am I on track?
  
- How am I doing?

POSITIVE CONNECTIVE PHRASES

- *If I could wave a magic wand...*
- *There is a good reason we do this and it actually benefits you.*
- *I can understand how you feel that way...so here is another perspective that might be worth considering.*

BRIDGED CLOSING STATEMENTS

- *Based on what you have shared with me, \_\_\_\_\_ looks like exactly what you're looking for. Have you seen anything that fits your needs this closely?*
- *Sounds to me like you're already pictured yourself \_\_\_\_\_...is that right?*
- *Normally when I hear \_\_\_\_\_ from someone they have already made up their mind to go with \_\_\_\_\_...is that the case for you?*
- *Am I reading you correctly, you're already decided to \_\_\_\_\_, right?*
- *Any reason why we shouldn't move forward with the \_\_\_\_\_ (appointment, paperwork, showing, etc.)?*
- *Any reason to wait any longer?*
- *What will we need to do from this point to get going?*
- *Is that what you would like to do?*

**BREAKOUT SESSION**

**BREAKOUT SESSION 2**

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**BREAKOUT DEBRIEF**

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**ACTION PLANS – WEEK 2**

1. Focus on conversations this week.
2. Review and implement key scripts.
3. Practice, practice, practice