

Buyer's Agent Team Coaching™ II

Session 11

You Get What You Ask For!



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Deliver more powerful questions to prospects
- Develop and deliver quality transition scripts and dialogues

TYPICAL TRANSITION SCRIPTS

Keep us in mind.

Let us know if we can help.

Let us know if we can be of service.

We'd love to work with you to find your next home.

Let me know if I can answer any questions for you.

We are not asking for the sale or service relationship. We are wishing for it.

Request for some level of...

- 1. Movement**
- 2. Communication**
- 3. Commitment**

UNIVERSAL TRANSITIONAL SCRIPTS

"We seem to agree that there is a significant opportunity in today's market. What would you suggest we do?"

"We seem to agree that the prices are increasing in _____. What would you suggest we do?"

"We seem to agree that you are in the _____ stage in your home search. What would you suggest we do?"

What else could we agree on?

"Do you have a particular agent in mind that you would work with to help you?"

"May I ask, do you have an agent in mind whose services you might use?"

Follow up question when they say they have someone but do not say who:

"So I might be most helpful to you and send them the key information on these properties who should I send it to?"

KEY ENDING SALES PHRASES

- *What would you suggest?*
- *What do you see as the next step?*
- *What would you like to happen next?*
- *What would you like me to do?*
- *What day do you feel we should speak again?*

BAD EXPERIENCE SCRIPTS

I can sense a hesitation in your voice. What has been your previous experience in the:

A) House hunting process?

B) Information gathering process?

C) In the just looking process?

I am sorry that experience was not up to our standard at the _____ team.

OTHER SCRIPTS

Tell me, what was it that caused you to (Place that home in your favorites list, caught your eye, caused you to pause on that particular home)?

Was there anything else that stood out?

We have been transitioning out of a very challenging real estate market over the last few years...that has ended or bottomed...the best properties are now selling and quickly. This has caused buyers to...

The barrier for many buyers is access to real time properties, depending on the websites you are relying on to feed you information you could be missing the best buys, hot new properties, access to insider deals.

Our site of _____ is customized to be more responsive, quicker to send you the best values over the standard and template data exchange sites of most companies and agents. The benefit to you is...

_____, I know that in the "just looking" stage in the initial thought of committing to a real estate agent doesn't make sense especially when you feel your move is a ways off and you can find out a lot of information on your own...would that be kind of what you are thinking? Or do I have that correct?

_____, we have had a significant change in our marketplace in the last 6 months. The change has increased prices and competition for high demand homes....it's possible you might be gathering information about homes...the hard way. Do you know what I mean by the hard way or would you like me to explain?

Well, by checking the web, (using Trulia, Zillow, Craigslist) or not customizing your search on _____ you will find only a small subset of the available homes. You also could be missing the very best deals.

For some people that is not a great concern...I am sensing from our discussion thus far...it might be a concern for you? Would that be correct?

OR

Let me confirm this issue with you. Do I have this correct?

BREAKOUT SESSION

BREAKOUT SESSION 11

BREAKOUT DEBRIEF

ACTION PLANS – WEEK 11

1. Continue to clean up your lead accounts.
2. Select the 3 - 4 scripts from today you liked best. Practice those 3 -4 times this week.