

# Buyer Mastery™

Scripts - Session 3

Taking Command of Your Prospects and Success



To your Achievement of Excellence in Life

OPENING STATEMENTS – HOOKING IN A BENEFIT

*“Hello Mr. Smith. I’m \_\_\_\_\_ with \_\_\_\_\_. The reason for my call is we met at an open house on Chestnut last Sunday and there have been some changes in the marketplace that create more opportunities for Buyers. Would you like to know about the changes and opportunities?”*

*“Hello Mr. Smith. I’m \_\_\_\_\_ with \_\_\_\_\_. We specialize in giving our clients the inside track to foreclosed homes. The reason for my call is you accessed information about a distressed property on \_\_\_\_\_. We have had considerable amounts of success in helping families like yours achieve the home of their desires with a low financial investment. It probably would make sense to understand your situation better...”*

*Hello Mr. Smith. I’m \_\_\_\_\_ with \_\_\_\_\_. We specialize in new home neighborhoods. The reason for my call is you called earlier on our \_\_\_\_\_ neighborhood. That neighborhood has really been strong in Buyer sales. Since you are exploring new homes, what type of new home neighborhood are you looking for?”*

**SAFETY ZONE SCRIPTS**

**1. Associate:** *Because we have just met over the phone, at this point, I don't know enough about your situation to guarantee I can help you, and you don't know enough about me to know that I can't help you, so wouldn't it be worth a few minutes to know with certainty?*

**CLOSE OPTION**

**YOU SAY:**

Alternate of Choice



*I am just heading into another appointment currently. However, I am free later at \_\_\_\_\_ or \_\_\_\_\_. Which is better in your schedule?*

Direct Option



*I have an opening at \_\_\_\_\_.*

Permission Close



*With your permission, let's meet later this week, okay?*

**2. Associate:** *\_\_\_\_\_, here's the truth, I don't know enough about your goals and objectives to know 100% that I can help you like the \_\_\_\_\_ other clients I have successfully helped in the past, and you don't know enough about me and my process and the results I achieve for clients to know that I can't help you, so why don't we both invest a few minutes to find out if I can help.*

**CLOSE OPTION**

**YOU SAY:**

Alternate of Choice



*I have appointments the rest of the day. I am open to meet on \_\_\_\_\_ at \_\_\_\_\_ or \_\_\_\_\_. Is one of those better for you?*

Direct Option



*We only need 5 minutes each. How about \_\_\_\_\_ at \_\_\_\_\_?*

Permission Close



*What is your schedule like later this week?*

**SAFETY ZONE SCRIPTS CONT.**

**3. Associate:** \_\_\_\_\_, *the truth is I couldn't possibly help everyone that I speak with in a given week, month, or year, and I wouldn't want to. I operate an exclusive practice and am selective about clients I represent. I believe I can help you like I have \_\_\_\_\_ others in my career. Are you willing to invest a few minutes with no obligation to find out if what we offer in service aligns with your needs?*

**CLOSE OPTION**

**YOU SAY:**

**Alternate of Choice**



*I have availability at \_\_\_\_\_ or \_\_\_\_\_. Which one works better in your schedule?*

**Direct Option**



*Let's book it for \_\_\_\_\_ at \_\_\_\_\_.*

**Permission Close**



*When is a good time for you?*