

# Buyer Mastery™

Session 4

Converting More Inbound Leads



To your Achievement of Excellence in Life

TABLE OF CONTENTS

**OBJECTIVES.....2**

**INBOUND INQUIRY OPPORTUNITIES.....3**

**KEY RULES TO CONVEY TO BUYER’S AGENTS.....3**

**FACE-TO-FACE APPOINTMENT HIERARCHY .....3**

**STATS .....3**

**LEAD PREPARATION .....5**

**QUADRATRACK SCRIPTING.....6**

    BASE SCRIPTS ..... 7

    INBOUND CALL SCRIPT ..... 9

    INBOUND DIRECT CONNECT SCRIPT..... 10

    IDX SCRIPT ..... 11

    TEXT BACK SCRIPT..... 12

**BREAKOUT SESSION .....13**

    BREAKOUT SESSION ..... 13

    BREAKOUT DEBRIEF ..... 13

**MINIMUM STANDARD CHECKLIST FOR INBOUND CALLS.....14**

**ACTION PLANS – WEEK 4.....15**

## OBJECTIVES

**During this session you will:**

- Master the 313 Rule.
- Implement QuadraTrack™ scripting for inbound leads.

## INBOUND INQUIRY OPPORTUNITIES

- Ad calls
- Sign calls
- Text leads
- Direct connect IVR leads

## KEY RULES TO CONVEY TO BUYER'S AGENTS

1. The person who asks more questions will always be in control.
2. When you answer their question...immediately ask one yourself.
3. Buyers are calling other agents. Whoever secures their information and appointment will win the business.
4. You are not trying to sell them the house they called on; you are securing an appointment and gaining information.
5. You only have one shot...the Buyer won't call you back!

## FACE-TO-FACE APPOINTMENT HIERARCHY

- Face-to-face at the office
- Face-to-face at neutral site
- Face-to-face at their home
- Face-to-face at the subject property
- Phone-to-phone appointment at specific time and specific place

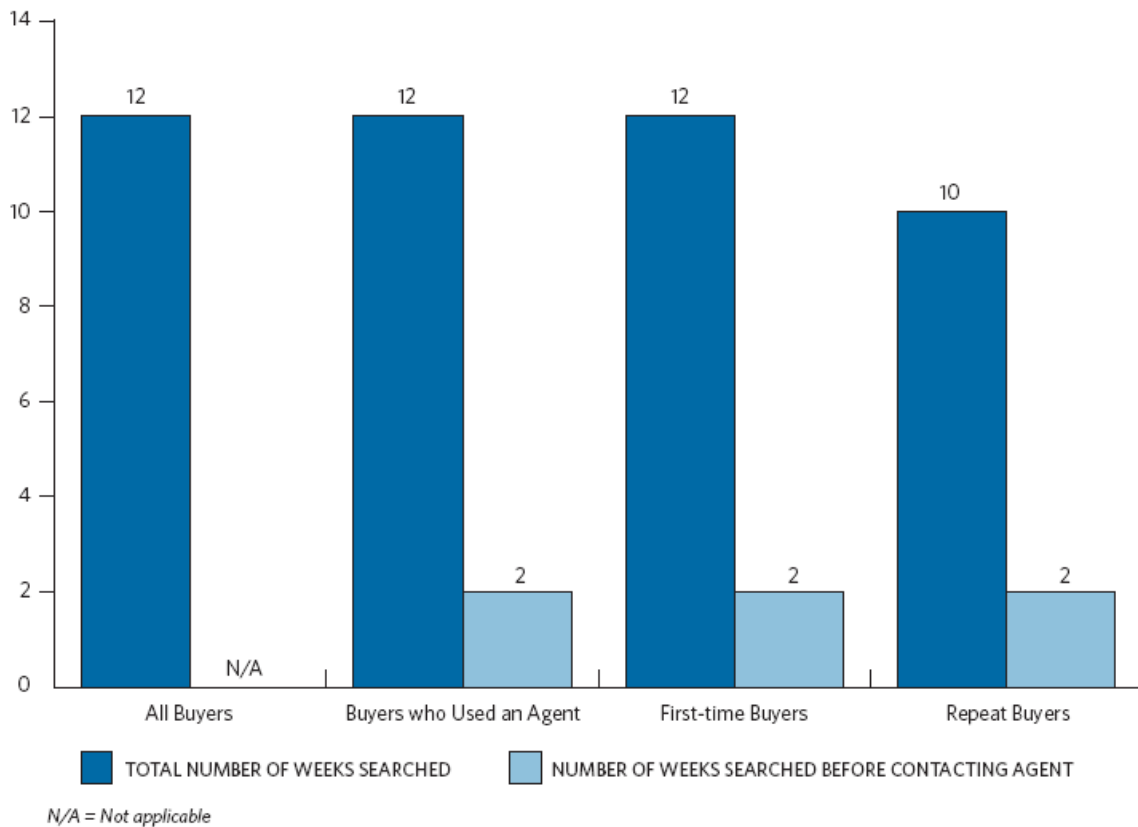
There should also be a secondary objective; just in case you need a fall back position.

I can't stress enough...the real goal is for an appointment.

STATS.

**EXHIBIT 3-8** LENGTH OF SEARCH FOR BUYERS WHO USED AN AGENT, FIRST-TIME AND REPEAT BUYERS

(Median Weeks)



**“I’m just looking.”**

**“I’m not ready for a Realtor.”**

66% of consumers work with the first agent they meet with. ...2013 NAR Profile of Buyers and Sellers

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## LEAD PREPARATION

**When dealing with leads, how the Buyer's Agent prepares is how you will play.**

1. They must know the inventory of listings.

2. 313 Rule

- Team inventory
- Select 3 homes from the company inventory
  - A. Print the information
  - B. Preview the properties
  - C. Take brief notes about them
  - D. Watch the properties
  - E. Tell the Listing Agents in your company that they have made your 313 list of XYZ home.
- Select 3 homes from the MLS inventory
  - A. Print the information
  - B. Preview the properties
  - C. Take brief notes about them
  - D. Watch the properties
  - E. Call the Listing Agents that they have made your 313 list of XYZ home.

QUADRATRACK™ SCRIPTING

<p><b>Base Scripts</b></p>	<p><b>Connection – Trust Building Scripts</b></p>	<p><b>Safety Zone Scripts</b></p>	<p><b>Objection Handling Scripts</b></p>
<p><i>Hello, this ____ with _____. How can I help you?</i></p> <p><i>I have found in helping _____ families like yours in my career that by simply meeting for a short no-cost no-obligation appointment it enables me to understand your goals, needs and objectives so I can serve people better when they decide to become clients.</i></p>	<p><i>We have a Market Trend Report that breaks down the marketplaces sales and inventory so you can see where the marketplace was 30, 60 days ago, where it is today and where it's trending to. It basically guarantees you will pay the right price for a home and in most cases the lowest price for homes. Would you be interested in having a copy of our market trends report?</i></p>	<p><i>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?</i></p>	<p><i>I can certainly understand. I would need to check with _____ my _____ as well. Let me give you my cell number; do you have a pen handy? It's _____.</i></p> <p><i>My schedule has a tendency to fill with appointments. Let's go ahead and at least get you a slot in my schedule. Would _____ on _____ be better for you?</i></p>

BASE SCRIPTS

1. Associate: *Hello, this is \_\_\_\_\_ with \_\_\_\_\_. How can I help you?*

*That is a very interesting home. Did you happen to drive by the property?*

*Let me make sure that it's still available if you can hold on for a moment I will pull up the information in my computer.*

*Thanks, for your patience, this is \_\_\_\_\_, again with whom am I speaking, please?*

*Thank you \_\_\_\_\_, it's great to meet you.*

**Option:** *In case we get disconnected can I get your number so I might reach you back?*

*What caught your eye about this home?*

*Is that the most important feature of a new home for you?*

*How did you hear about this home?*

*\_\_\_\_\_, what is your current living situation?*

*Do you own a home, or are you renting?*

**Option:** *Do you have a current Market Trends Report or market evaluation on your home?*

*\_\_\_\_\_ I provide both of these because buyers today need to know where the market is heading to, additionally if they need to sell to buy they need to have a clear picture of the value of their home.*

*Are either of these something that might make sense for you?*

*\_\_\_\_\_ I am sorry I didn't even get your phone number. What's the best number to reach you?*

**Option:** *Are you committed to another agent?*

*I have found in helping \_\_\_\_\_ families like yours in my career that by simply meeting for a short no-cost no-obligation appointment it enables me to understand your goals, needs and objectives so I can serve people better when they decide the timing is right for them.*

CLOSE OPTION

YOU SAY:

Alternate of Choice → *Do you have some time \_\_\_\_\_ or would \_\_\_\_\_ be better?*

Direct Option → *Could we meet at \_\_\_\_\_?*

Permission Close → *Would it be possible to meet this week?*



BASE SCRIPTS CONT.

2. Associate: *Hello, this \_\_\_\_\_ with \_\_\_\_\_.*

*Thank you for calling today, may I ask who is calling?*

*\_\_\_\_\_, give me a second while I get in front of the right screen so I can get you all the information that you need;*

*While I am shifting here, let me verify a number to reach you in case I should lose you; your number is \_\_\_\_\_? Terrific (Name)*

*What was it that caught your attention about the property you are calling on?*

*If you don't mind, where did you see the property?*

*Is this the type of home that you are looking for?*

*What kind of square footage are you looking for?*

*What is the price range you are looking to buy in?*

*\_\_\_\_\_, what is your current living situation?*

*Do you own a home, or are you renting?*

**Option:** *Do you have a current Market Trends Report or market evaluation on your home?*

*\_\_\_\_\_ I provide both of these because buyers today need to know where the market is heading to, additionally if they need to sell to buy they need to have a clear picture of the value of their home. Are either of these something that might make sense for you?*

*\_\_\_\_\_ I am sorry I didn't even get your phone number. What's the best number to reach you?*

**Option:** *Are you committed to another agent?*

*I have found in helping \_\_\_\_\_ families like yours in my career that by simply meeting for a short no-cost no-obligation appointment it enables me to understand your goals, needs and objectives so I can serve people better when they decide to become clients.*

**CLOSE OPTION**

**YOU SAY:**

**Alternate of Choice**      →      *Would you have a little time \_\_\_\_\_ or would \_\_\_\_\_ be better?*

**Direct Option**            →      *Why don't we meet at \_\_\_\_\_?*

**Permission Close**        →      *When would be the best time to get together?*

## INBOUND CALL SCRIPT

**1. Associate:** *The home you called on is located in the \_\_\_\_\_ area; is that an area you are considering?*

*Just out of curiosity, what areas are you considering at this time?*

*There are a number of quality homes, in terms of conditions, price and location in the \_\_\_\_\_ area. Have you seen any you like so far?*

*Are you just starting your search or have you been at this for some time?*

*By the way, what is your perfect timeframe for you to be in your next home?*

*Wow, that gives you a great opportunity. Good for you!*

*Based on our quick discussion, here is what I would recommend. That we quickly meet. By meeting you have a more complete understanding of the current and emerging market trends. This will enable you to make the best series of decisions for you and your family.*

### CLOSE OPTION

### YOU SAY:

Alternate of Choice



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

Direct Option



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

Permission Close



*What is your schedule like later this week?*

INBOUND DIRECT CONNECT SCRIPT

1. Associate: *Thank you for calling the \_\_\_\_\_. This is \_\_\_\_\_, what home may I price for you today?*

*While I look up that information, what price range are you comfortable with?*

*Okay, I am not sure the home is in that range.*

**Or**

*I am pretty sure that home is in that range.*

*Just so I know while we are waiting, what area are you hoping to move to?*

*I have the information now...the home you called on is listed at \$\_\_\_\_\_.*

- *Not quite in your price range but close. If this was the perfect home for you would this price range be an option?*
- *It's right in the ball park of your range. Would you like to schedule an appointment to see the property?*
- *That's good news; it is less than your price range. Let's take a look behind the curtain to see if it has other amenities you are looking for as well.*

*Tell me about the amenities you desire in a home.*

*What size of property do you want?*

*What are the three most important features you want in your next home?*

*Is there anything else you can think of in our quick conversation here you desire?*

*There are a couple of homes that come to mind based on your description of your wants, needs, and desires. These homes are really quality properties with competitive prices.*

*Probably the best thing to do would be to set a quick no cost or obligation appointment so we can determine if these high demand homes meet your requirements.*

INBOUND DIRECT CONNECT SCRIPT CONT.

CLOSE OPTION

YOU SAY:

Alternate of Choice



*I am booked with appointments the rest of today but I do have time at \_\_\_\_\_ or \_\_\_\_\_. Which of those is better for you?*

Direct Option



*The information is quite valuable. I could meet at \_\_\_\_\_. Does that work for you?*

Permission Close



*When would be the best time to review it with you?*

IDX SCRIPT

**1. Associate:** *Hi \_\_\_\_\_. This is \_\_\_\_\_ with \_\_\_\_\_. The reason for my call is we recently sent you information you requested on properties in the \_\_\_\_\_ area. We actually specialize in that area and the surrounding areas.*

*There are a couple of really hot properties that have come up recently in the \_\_\_\_\_ area.*

*Is the \_\_\_\_\_ area your primary area of interest?*

*What would be the best way to send you the information on these great buys?*

*Can you give me a few more specifics on what you are looking for in your next home?*

*Have you seen anything that you really liked?*

*How long have you been searching?*

*Tell me about the perfect timeframe.*

*Based on the information you have shared; let me send you out these properties. I would also recommend that we set a time to briefly meet. The benefit to you would be I can better target our search parameters so these best opportunities don't fall through the cracks.*

## IDX SCRIPT CONT.

### CLOSE OPTION

### YOU SAY:

Alternate of Choice



*I could meet at \_\_\_\_\_ or if that isn't convenient then I am also open at \_\_\_\_\_. Does either of those work?*

Direct Option



*There is no obligation. Let's meet at \_\_\_\_\_.*

Permission Close



*When is best this week for you?*

## TEXT BACK SCRIPT

**1. Associate:** *Hi \_\_\_\_\_. This is \_\_\_\_\_ with \_\_\_\_\_. This isn't a sales call. I am just making a quick customer service call. You used our text back property feature recently. This is a new service and I wanted to get your feedback.*

*Did you get the information you requested on the property?*

*Did it come promptly to your phone?*

*Were there enough pictures so you could get a feeling for the property?*

*Did the property meet your criteria?*

*Is there any additional information you need or want on the property?*

*How long have you been looking?*

*Have you seen anything that you liked?*

*Based on the home you requested information about, I have a general idea of what you might be looking for, but I am certainly not 100% sure. Can you share with me your list of what you are looking for in your next home?*

TEXT BACK SCRIPT CONT.

*What is the perfect timeframe for your move to a new home?*

*Based on the information we have discussed so far, there are a couple of properties that come to mind. I would like to recommend that we set a quick appointment to meet. The real benefit to you would be securing one of the high demand homes in our marketplace ahead of the other buyers in \_\_\_\_\_.*

CLOSE OPTION

YOU SAY:

Alternate of Choice



*I have an opening at \_\_\_\_\_ or would \_\_\_\_\_ be a better time for you?*

Direct Option



*Let's meet at \_\_\_\_\_.*

Permission Close



*What is the best time this week for you?*

BREAKOUT SESSION

BREAKOUT SESSION 4

**Agent:** You receive an ad call on one of your listings. Your listing is a 3 bedroom, 3 bath home with a triple car garage, listed for \$299,000.00. Use one of the base scripts to close for a Buyer Consultation. Use one of the trust building scripts to get back on track should the buyer object, then close again.

**Buyer:** You are calling on the agent's listing to get more information. You may use one objection.

BREAKOUT DEBRIEF

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MINIMUM-STANDARD CHECKLIST FOR LEAD CALLS

- \_\_\_\_\_ Did I ask the caller's name?
- \_\_\_\_\_ Did I get the follow-up phone number?
- \_\_\_\_\_ Are they committed to another agent?
- \_\_\_\_\_ Do they own a home?
- \_\_\_\_\_ Do they need to sell in order to buy?
- \_\_\_\_\_ Are they ready to buy? When?
- \_\_\_\_\_ What primary features are they looking for?
  
- \_\_\_\_\_ Bonus: Where do they live?
- \_\_\_\_\_ Bonus: Where do they work?
  
- \_\_\_\_\_ Number of times I asked for an appointment? (Standard is 3 or more)  
1      2      3      4      4+
  
- \_\_\_\_\_ Did I ask if they had other homes that I could check for them?

ACTION PLANS – WEEK 4

1. Start to lay out your QuadraTrack™ scripting system.
2. Implement the 313 Rule for the Team inventory.
3. Partner up...and role play two times your Base Scripts.