

Buyer Mastery™

Session 5

Building Trust With Prospects



To your Achievement of Excellence in Life

TABLE OF CONTENTS

OBJECTIVES.....2

KEY TIPS AND STRATEGIES TO BE ON FIRE ON THE PHONE.....3

QUALITY BUYERS POSSESS THE THREE C’S.....4

HOW TO GET PHONE APPOINTMENTS5

HOW TO END A FOLLOW UP CALL WITH POWER6

TRUST BUILDING SCRIPTS.....6

BREAKOUT SESSION8

 BREAKOUT SESSION 8

 BREAKOUT DEBRIEF 8

ACTION PLANS – WEEK 5.....9

OBJECTIVES

During this session you will:

- Learn key strategies for being more effective on the phone.
- Understand the Three C's of quality Buyers.
- Discover how to end your calls with power to set up your next call using Trust Building Scripts.

KEY TIPS AND STRATEGIES TO BE ON FIRE ON THE PHONE

- Always use a headset

- Stand up and be heard

- Limber up your body

- Warm up your voice

- Put in pre-call practice time

- Bundle your calls

BUYER MASTERY SESSION 5 – BUILDING TRUST WITH PROSPECTS

- Prepare for each call

- Initial Call:
- Follow-up Call:

- Respect the threshold moment

QUALITY BUYERS POSSESS THE THREE C'S

1. COMMITMENT

2. COMPROMISE

3. COMPETITIVENESS

HOW TO GET PHONE APPOINTMENTS

Usual method or style: “I will call you next week.”

Phone Appointment Scripts:

AVOID	RECOMMEND
<p><i>“I will call you next week.”</i></p>	<p><i>“Great, let’s schedule our next conversation. //You said you needed to discuss the move with your//* wife. How does next Monday or Tuesday sound for us to speak again?”**</i></p>
<p><i>“Okay, I’ll mail you out some literature and give you a call in a couple of weeks.”</i></p>	<p><i>“Good, do you have your calendar handy? Which works best for you, a morning or afternoon appointment for next Monday?”</i></p> <p style="text-align: center;">OR</p> <p><i>“I have an opening at 1:00pm or 3:00pm, which would you like?”</i></p> <p><i>“Alright then, please schedule me in your calendar for 1:00pm Monday and I will call you then. Does that work?”</i></p> <p><i>“I’ve got you in my book and unless I hear from you otherwise, I will talk with you next Monday, at 1:00pm. If you think of any questions before our appointment please jot them down and we can discuss them on Monday at 1:00pm.”</i></p>

HOW TO END A FOLLOW UP CALL WITH POWER

End each call with: Clear summarization of the call

- What is going to happen next
- Before the next call
- During the next call

The guaranteed way to lose

TRUST BUILDING SCRIPTS

1. Associate: *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?*

We at _____ create a best buy list. It consists of the best values in key areas and price ranges for the marketplace. You're looking in the _____ area and the _____ price range is that correct?

There are few homes that are on our best buy list that could meet your needs. Do you want me to send you a copy?

_____, this might have happened to you in your search for a home. Have you called about a home that you thought would be a nice home only to find out it was sold? Sometimes the very best buys are sold in a day because people are working with agents who are monitoring the inventory for them. When that great deal comes up they buy it. If I have some clearer direction on what you are looking for I can help you gain access to that inside position on the best deals.

Is that something you would want?

I'll be happy to give you the information above and beyond what you called on and requested. I am a go type of level service provider who gives more than my customs and clients expect. Let me ask you, what do you expect from a real estate agent?

TRUST BUILDING SCRIPTS CONT.

_____ the basic information of homes for sale is only part of the information that you will need. That is going to help you understand your options in selection. It's also important to get the information on homes that have sold so you don't pay too much... okay? You can get the first by yourself by looking online. I would be happy to give you the second and give you my professional analysis and we can meet to make sure you get the best value.

CLOSE OPTION

YOU SAY:

Alternate of Choice



I am booked later this afternoon but I have an opening at _____ or _____. Which of those works better?

Direct Option



Because the information is so valuable to you we should meet right away. Let's meet at _____. Does that work?

Permission Close



Given the value of the information, when would be a good time for us to meet?

2. Associate: *At the risk of losing a client would it be okay if I was direct with you and told you the truth about today's market?*

We have two groups of people that we work with, customers and clients. The customer receives information about the market and properties that meet their needs and criteria. Clients receive those as well. Additionally, they receive more personalized service and counsel, plus access to the best values and insider deals in the marketplace.

If you had to guess, which do you think you might want to consider?

Our focus at the _____ is always people before profits. We would rather not sell you a home then have you buy one that you aren't extremely pleased and comfortable with.

In working with clients my goal is to be able to service people, like yourself, in a long standing relationship. I don't tell clients what to do. I give them more information, the facts and figures and trends of the market so they can make the best decision for them and their family.

What more should I know to better understand your situation and serve you to exceed your expectations?

_____, I am not in the business of selling homes. I am in the business of servicing clients. I don't work to sell homes or even a particular home. My desire is to just ask you to consider our service. I truly believe based on _____ you will be pleased. Shall we just book a quick no cost and no obligation appointment?

TRUST BUILDING SCRIPTS CONT.

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?

BREAKOUT SESSION

BREAKOUT SESSION 5

Agent: You receive a 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, and then close again.

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

BREAKOUT DEBRIEF

ACTION PLANS – WEEK 5

1. Practice your Trust Building Scripts.
2. Buyer Pipeline Report due next week.
3. Review and practice closing the call with power.