

Buyer Mastery™

Session 6

Using Voicemail To Sell



To your Achievement of Excellence in Life

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ACTION PLANS – WEEK 610

OBJECTIVES

During this session you will:

- Become skilled at avoiding the typical mistakes of voicemail.
- Learn to deliver value and build urgency with your messages.
- Discover the 6 rules for quality voicemail messages.

VOICEMAIL INTRODUCTION

There are two results we are working towards:

1. Create familiarity, conviction, and engagement for when you do reach them.
2. Increase the call back rate.

What would cause you to respond?

- Obligation

- Curiosity

Script:

I've recently discovered two key ideas that I believe you'll find great value in, as have our other buyers...one of them is time sensitive so I wanted to be proactive and bring you up to speed on....

TYPICAL MISTAKES ON VOICEMAILS

1. Failing to prepare

2. Refusing to create a script

3. Poorly defined engagement plan

4. Sounding like all the other salespeople

5. Difficult to understand

6. Assuming “no” before you “know”

7. Lack of enthusiasm

8. Give away the farm

9. Sounding too professional or stuffy

10. Too salesy...weak or missing value proposition

BUILDING HIGH QUALITY CUSTOM VOICEMAILS

#1 Target

#2 Results

#3 Challenges

#4 Emotions

#5 Benefits

#6 Differentiators

KEY WORDS TO USE IN VOICEMAIL MESSAGES

<i>Shrinking Verbs</i>	<i>Negative-Result Nouns</i>	<i>Expanding Verbs</i>	<i>Positive-Result Nouns</i>	<i>Call-to-Action Phrases</i>	<i>Closing Phrases</i>
Reduce	Challenges	Enjoy	Profits	Evaluate	That work for you
Lower	Troubles	Enhance	Sales	Analyze	That will help you
Modify	Waste	Expand	Income	Discuss	That would be of value to you
Decrease	Costs	Maximize	Productivity	Explore	That would interest you
Eliminate	Expenses	Increase	Time		
Cut	Hassles	Aid	Savings		

VOICEMAIL MESSAGES

VOICEMAIL #1:

- You must leave a specific day and time that your call can be returned.

“Mr. Smith, this is _____ with _____. It’s my pleasure to leave this message for you today. The reason for my call is you inquired about an incredible property at 1235 Magnolia Lane. There has been some strong movement in the marketplace. This has resulted in....

I will be available at _____ to help you. Thanks for taking the time to listen to my message. Once again it’s _____; my phone number is _____. Have a terrific day.”

VOICEMAIL #2:

- You will increase the benefit with voicemail #2 versus voicemail #1.

*“Mr. Smith, this is _____ with _____. Since my last voicemail message.....
we have seen the types of homes that you are interested in sell quickly.
we have sold over _____ homes and the market activity has increased.
the property you inquired about sold. I do have another similar we recently listed.*

The current marketplace creates some very wonderful opportunities. I will be accepting calls between 3:00pm and 5:00pm if you would like to return my call. Oh, I almost forgot this is _____ with _____. My phone number is _____. Thanks for listening to my long message. Have a great day!”

VOICEMAIL #3:

- You are building on past messages.

“Mr. Smith, this is _____ with _____, once again. There are three strategic goals we help our buyer clients achieve...

Selecting the right home for the family.

Acquiring it at the best price possible given the current market conditions.

Complete the transaction smoothly and efficiently helping you handle the inspections, financing, repairs, negotiations, documents and closing.

Which of these services are most important to you? Mr. Smith, I am seriously dedicated to understanding how I can be of assistance to you. The question becomes, do you feel I can make a contribution to you and your family? You can call me, _____, right here at _____ between 3:00pm and 5:00pm this week. Thanks for your time and again my phone number is _____. Have a terrific day!”

VOICEMAIL #4:

- Still no call back! Reverse psychology tactic.

“Mr. Smith, this is _____ with _____, once again. I am certain you recognize my voice by now. The fact that you haven’t returned my calls, I take as a good sign. Because if you didn’t need my services or didn’t like what you were listening to you would have called me back to tell me to get lost! I would be happy to meet you for a cup of coffee on either Tuesday or Thursday this week. I really look forward to meeting you at last to find out how we can help you, and your family, achieve your goals. You can reach me, _____, at _____ at _____ on Tuesday or Thursday. If that is not a good day, please call before 12:00 noon tomorrow. Have a fantastic rest of the day!”

VOICEMAIL #5:

- Interactive voicemail message.

“Mr. Smith, this is _____ with _____. I am sure you recognize my voice by now. We are at a stand still. What concerns me most is while you wait...

the interest rates are at all time lows

the market activity continues to decline

the market activity continues to increase

the available inventory of homes continues to ...

Why should this bother me? I realize it is not my money that you might be losing. It’s because with every day that goes by that we don’t take steps to understand what we can do to assist you, the possibility exists that you are unintentionally wasting precious equity, down payment or even monthly payment dollars. There is really no need for this to continue! I am merely here to help you achieve success based on your goals. I will anxiously await your response. The name is _____. The company is _____. I’ll be in the office between 3:00pm and 6:00pm today. I am looking forward to answering your return call. My number is _____. Have a wonderful day!”

ACTION PLANS – WEEK 6

1. Craft at least 2 voicemail messages for your use this week.