

Buyer's Agent Coaching™

Scripts - Session 12

Using Voicemail To Sell



To your Achievement of Excellence in Life

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!”