

# Buyer's Agent Coaching™

Scripts - Session 14

Moving a Buyer Prospect Out of Neutral into Buy!



To your Achievement of Excellence in Life

## SCRIPTS

1. *“Mr. Smith, I need your help. We have talked \_\_\_\_\_ number of times in the last few weeks. I have sent you information on the marketplace and our services. I really have begun to understand your needs for your family, but I need a little more clarity to do the best job for you. We can easily accomplish this in a short appointment. Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?”*
  
2. *“Mr. Smith, I could use a little assistance from you. We have been working together for \_\_\_\_\_ weeks. I have invested time because I know I can really help you and your family and I felt a connection with you. I really would like the opportunity to serve you, but I am now sensing something is not quite right. Do you mind me asking what that is?”*
  
3. *“Mr. Smith, I need your assistance. Over the last few weeks you have given me every indication that you wanted to make a change in your home for your family. I would like to know if there is an opportunity to do some business or is the timing not quite right at this point?”*
  
4. *“Mr. Smith, if we can provide you with a better probability of finding the right house for you and your family at a competitive price with competitive financing, is there any reason why we cannot do business together?”*
  
5. *“Mr. Smith, if we can provide you with the highest probability of you achieving your goals with regard to purchasing a new home, more than any other real estate firm, what will you do?”*

## GETTING YOUR PROSPECT TO OPEN UP

*“Mr. Smith, that is great. We have both put some time and effort into achieving your goals. When do you think we can get started?”*

*“Mr. Smith, that’s wonderful. I know you have been doing your research for awhile. That should give you comfort in moving forward. When would you like to take the next step and meet?”*

## STALL SCRIPTS

*“Would you ever see yourself using a service like mine?”*

If “yes”, then ask:

*“Under what circumstance?”*

If “no”, then ask:

*“Why?”*