



# Virtual Top Gun Academy™

## Scripts - Session 1

### Ground School



## REFERRAL SCRIPT

*“Hi \_\_\_\_\_, this is \_\_\_\_\_ with \_\_\_\_\_. I was just thinking about you so I thought I would call to check in to see how you are doing.*

*How are your children?*

*How is your family?*

*How is your career progressing?*

*Have you been able to enjoy (fill in a recreation activity or interests your client enjoys)?*

## REAL ESTATE SEGUE OPTIONS

### Option #1 – Success Story

*“Things are great, as a matter of fact (tell success story)...”*

### Option #2 – Market Story

*“The real estate market is really exciting (tell about opportunities)...”*

*“\_\_\_\_\_ let me ask you this. Do you know a friend, neighbor, or family member who might be thinking of buying or selling real estate? If you do, would you be kind enough to call me?”*

*“Do you have any real estate questions?”*

*“\_\_\_\_\_ it was a pleasure catching up. I hope you have a great day!”*

## DON'T KEEP ME A SECRET

You: ...*“And Mary, please don't keep me a secret.”*

OR – *“And Mary, please don't keep me a secret out there.”*

OR – *“By the way Mary, I hope that if the work we're doing ever comes up in the conversation, you won't keep me a secret.”*

ALSO – you can write: *“PS – Don't keep me a secret.”*

## I WANT TO EARN THE RIGHT

You: *“Mike, sometimes people wonder how I get paid. Basically, I get paid in two ways. First, if I help market your home and someone buys it, I get a commission. Second, if you like what I bring to this process, if you find the way I work for you valuable, then you'll feel inclined to introduce me to a few of your friends, colleagues, or family members who you feel will also benefit from knowing me.”...*

*“Which means to you, Mike (magic phrase), I intend to earn those introductions. I'm going to make sure we create a great strategy for the sale of your home, and that we do a great job implementing that strategy. I'm going to explain things clearly every step of the way. And if any problems come up, I won't run away from them; I'll be there for you. Through this process, I hope you'll want to share what I do with others. Fair enough?”*

## I'M NEVER TOO BUSY

You: (After a client thanks you for something you've done.) *"Martha, I'm certainly glad you see the value in what I can and will continue to do for you. I want you to know that I'm never too busy to see if I can help any of your friends, colleagues, or family members who you think might benefit from knowing me. Make sense?"*

Martha: *"I'll keep that in mind."*

OR Martha: *"Great. In fact, I have a close friend, Nancy, who is moving to this area in a month, and I'd like her to work with you. May I give her your name and number?"*

## REFERRALS ARE A NATURAL OUTCOME

You: *"Jerry, as we get started, I just wanted you to know what happens some times."*

Jerry: *"Okay."*

You: *"Quite often, as we begin this process with clients, they naturally begin to think of others who are looking to buy or sell a home and should probably know about me. But they often don't bring it up because they're not sure how to introduce me to them, which is a shame, because those people never get the benefit of what I can do for them. So, here's what I ask. If, at any time, you think of someone who should know about me, please bring it up, and we'll see if there's a comfortable way for you to introduce me to them. Make sense?"*

Jerry: *"Absolutely."*

## FIRST MEETING OR PHONE CALL

*"Fred, I build my business primarily based on referrals from clients. The benefit to you is my focus will always be to give you the best service possible. The reason is I want to earn the honor to talk with you in the future about who you know that would benefit from my service. The only way I deserve to have that conversation is based on the job I do for you. I know that if you are delighted with my service, you will want to me and your friends out."*