



# Virtual Top Gun Academy™

## Scripts - Session 4

### Managing and Converting More Leads



PHONE APPOINTMENT SCRIPTS

AVOID	RECOMMEND
<i>“Well okay, I’m just calling back to see if you got my brochure and what you think about it?”</i>	<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>
<i>“Okay, I’ll mail you out some literature and give you a call in a couple of weeks.”</i>	<i>“Good, do you have your calendar handy? Which works best for you, a morning or afternoon appointment for next Monday?”</i>
<i>“I will call you next week.”</i>	<i>“I have an opening at 1:00pm or 3:00pm, which would you like?”</i>
	<i>“Alright then, please schedule me in your calendar for 1:00pm Monday and I will call you then. Does that work?”</i>
	<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>

## POWERFUL OPENING SCRIPTS

### WHY YOU ARE CALLING SCRIPTS

**1. Associate:** *The reason for my call is we met at the open house on Chestnut last week..."*

**2. Associate:** *The reason for my call is you had called us about the property on Chestnut a week ago..."*

**3. Associate:** *The reason for my call is you had called us about our new home listed in Fairway Meadows."*

### HOOK IN THE BENEFIT STATEMENT SCRIPTS

**1. Associate:** *Hello \_\_\_\_\_, I'm \_\_\_\_\_ with \_\_\_\_\_. The reason for my call is we met at an open house on Chestnut last Sunday and there have been some changes in the marketplace. I was wondering if I could take a few minutes of your time to update you on the new developments."*

**2. Associate:** *Hello \_\_\_\_\_, I'm \_\_\_\_\_ with \_\_\_\_\_. The reason for my call is you contacted us a week ago about the home on Chestnut. We have had considerable amounts of success in helping families like yours achieve the home of their desires with a low financial investment. I was wondering if I could take a few minutes of your time to see if there is a possible fit."*

**3. Associate:** *Hello \_\_\_\_\_, I'm \_\_\_\_\_ with \_\_\_\_\_. We specialize in helping homeowners that have failed to sell previously, achieve a sale. The reason for my call is that we have had considerable amounts of success in getting homes sold that were previously on the market with another company. I was wondering if I could take a few minutes of your time to see if there is a possible fit."*