



# Virtual Top Gun Academy™

## Scripts - Session 7

### The Professional Approach to Buyers



## SCRIPTS FOR CONVERSION TO AN APPOINTMENT

**1. Associate:** *In order for me to provide you with the highest level of service and representation, we simply need to meet.*

**Alternate of Choice:** *I have an opening at \_\_\_\_\_ or would \_\_\_\_\_ be a better time for you?*

**Direct Close:** *Let's meet at \_\_\_\_\_.*

**Permission Close:** *What is the best time this week for you?*

**2. Associate:** *Having helped \_\_\_\_\_ number of families in my career and over \_\_\_\_\_ just in the last year, my clients have found that by meeting they have a greater knowledge of the current marketplace and greater opportunity to live in the right property for them and their family.*

**Alternate of Choice:** *I could meet at \_\_\_\_\_ or if that isn't convenient then I am also open at \_\_\_\_\_. Does either of those work?*

**Direct Close:** *There is no obligation. Let's meet at \_\_\_\_\_.*

**Permission Close:** *When is best this week for you?*

**3. Associate:** *In order for you to maximize your initial equity position and minimize your upfront investment in a new property, we need to meet.*

**Alternate of Choice:** *I am available at \_\_\_\_\_, also at \_\_\_\_\_. Which time is best for you?*

**Direct Close:** *We only need 30 minutes. How about \_\_\_\_\_ at \_\_\_\_\_?*

**Permission Close:** *What works best this week for you?*

**4. Associate:** *I have been able to acquire properties for my clients at \_\_\_\_\_ of the asking price when the market average is \_\_\_\_\_. This saves my clients, like yourself, thousands of dollars. You end up buying a home for less money with less money out of your pocket. For me to be able to save you thousands like my other clients, we need to spend a few moments together.*

**Alternate of Choice:** *I am booked with appointments today but I am open at \_\_\_\_\_ or \_\_\_\_\_ tomorrow. Does either of those times work?*

**Direct Close:** *I know I can help. Let's meet at \_\_\_\_\_.*

**Permission Close:** *Shall we meet later this week? When is best for you?*

## INITIAL EMAIL RESPONSE

Thanks for visiting my website at \_\_\_\_\_. You will find the information you requested attached for your review.

I realize you are probably just gathering information at this point. Be assured that I will always respect your privacy online. When you are ready to be open with your wants and needs I will be happy to assist you.

Feel free to revisit our site and request additional information if you need any. All the while, my staff and I will respect your right to privacy.

Thank you for your time. I look forward to hearing from you. – Susie Winner