

# Expired Mastery™

Scripts - Session 4

Expired Lead Mastery



To your Achievement of Excellence in Life

PHONE APPOINTMENT SCRIPTS

AVOID	RECOMMEND
<p><i>“Well okay, I’m just calling back to see if you got my brochure and what you think about it?”</i></p>	<p><i>“Great, let’s schedule our next conversation. You said you needed to discuss relisting the home with your wife. How does next Monday or Tuesday sound for us to speak again?”</i></p>
<p><i>“Okay, I’ll mail you out some literature and give you a call in a couple of days.”</i></p>	<p><i>“Good, do you have your calendar handy? Which works best for you, a morning or afternoon appointment for next Monday?”</i></p>
<p><b>BEST</b></p>	
<p><i>“You know Bob; my schedule has a tendency to fill up due to demand. Would it make sense to schedule a time for us to all meet at least tentatively so you are in my schedule for the week? You can always call and cancel. If there was a day that might work best, what day would that be?”</i></p>	

**HOOKING IN THE BENEFIT STATEMENT SCRIPTS**

**1. Associate:** *Hello Mr. Smith. This is \_\_\_\_\_ with \_\_\_\_\_. The reason for my call is we spoke about your home on \_\_\_\_\_ and you asked me to follow up to set an appointment with you about your home.*

**CLOSE OPTION**

**YOU SAY:**

Alternate of Choice



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

Direct Option



*Let's meet at \_\_\_\_\_.*

Permission Close



*What is the best time this week for you?*

**2. Associate:** *Hello Mr. Smith. This is \_\_\_\_\_ with \_\_\_\_\_. The reason for my call is a number of properties in your price range have sold and the inventory has been reduced. The benefit for sellers is they are getting close to their asking price right now for their sales price. I thought it would make sense to review your situation with your home.*

**CLOSE OPTION**

**YOU SAY:**

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 Option



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

Permission Close



*When is best this week for you?*

HOOKING IN THE BENEFIT STATEMENT SCRIPTS CONT.

**3. Associate:** *Hello Mr. Smith. This is \_\_\_\_\_ with \_\_\_\_\_. The reason for my call is we have seen buyer activity increase in the last few weeks which has created an advantage to the sellers. That is certainly good news for potential sellers like you. I wanted to show you the data and market trends so you could see for yourself.*

CLOSE OPTION

YOU SAY:

Alternate of Choice



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

Direct Option



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

Permission Close



*What works best this week for you?*