

Expired Mastery™

Session 3

Getting Past Road Blocks, Stalls and Appointment Objections



To your Achievement of Excellence in Life

TABLE OF CONTENTS

OBJECTIVES..... 2

KISS OF DEATH PHRASES FOR EXPIREDS 3

DEALING WITH APPOINTMENT OBJECTIONS 6

 YOU REALTORS ARE ALL THE SAME..... 6

 HOW COME YOU DIDN’T SHOW IT WHILE IT WAS ON THE MARKET? 7

 WHY ARE YOU CALLING ME NOW? 9

 WE ARE GOING TO RE-LIST WITH OUR PREVIOUS AGENT 10

 WE ARE GOING TO WAIT UNTIL 11

HOW TO USE VOICEMAIL TO SELL 11

 VOICEMAIL #1..... 12

 VOICEMAIL #2..... 12

 VOICEMAIL #3..... 13

 VOICEMAIL #4..... 13

 VOICEMAIL #5..... 14

THE NO CALL LIST 14

 EXPIRED LISTING SURVEY SCRIPT 15

 USING THE SURVEY METHOD 15

BREAKOUT SESSION 16

 BREAKOUT SESSION 3 16

ACTION PLANS – WEEK 3..... 16

OBJECTIVES

During this session you will:

- Learn to avoid “Kiss of Death” words and phrases.
- Understand and use Safety Zone Scripts.
- Master appointment objection handlers.
- Learn how to use voicemail to sell.
- Deal with No Call List prospects.

“KISS OF DEATH” PHRASES FOR EXPIREDS

There are words and phrases that you will need to avoid in order to convert expired prospects to listings.

Example: *My name is Bob. I am a REALTOR® with XYZ Company and I would like a few minutes of your time to talk with you about your home.*

→ But...

I can appreciate your views, but...

I understand your concerns, but...

→ I sent you _____, and I was wondering if you got it?

I will send you another.

→ Do you have time to talk?

→ Avoiding the sleaze

Typical “Kiss of Death, sleaze statements center on trying to trap the prospect into an agreement.

If I could show you a way to get your home sold, you would want to hear more, wouldn't you?

→ And how are you today?

A few reasons not to use it:

1. It's not genuine
2. It is devoid of creativity
3. You could get a “cold water” response

SAFTEY ZONE SCRIPTS

1. Associate: *Because we have just met over the phone, at this point, I don't know enough about your situation to guarantee I can help you, and you don't know enough about me to know that I can't help you, so wouldn't it be worth a few minutes to know with certainty?*

CLOSE OPTION

YOU SAY:

Alternate of Choice



I am just heading into another appointment currently. However, I am free later at _____ or _____. Which is better in your schedule?

Direct Option



I have an opening at _____.

Permission Close



With your permission, let's meet later this week, okay?

2. Associate: *_____, here's the truth, I don't know enough about your goals and objectives to know 100% that I can help you like the _____ other expired clients I have successfully helped in the past, and you don't know enough about me and my process and the results I achieve for clients to know that I can't help you, so why don't we both invest a few minutes to find out if I can help.*

CLOSE OPTION

YOU SAY:

Alternate of Choice



I have appointments the rest of the day. I am open to meet on _____ at _____ or _____. Is one of those better for you?

Direct Option



We only need 5 minutes each. How about _____ at _____?

Permission Close



What is your schedule like later this week?

SAFETY ZONE SCRIPTS CONT.

3. Associate: _____, *the truth is I couldn't possibly help everyone that I speak with in a given week, month, or year, and I wouldn't want to. I operate an exclusive practice and am selective about clients I represent. I believe I can help you like I have _____ others in my career. Are you willing to invest a few minutes with no obligation to find out if you can still achieve what you set out to do a few months ago?*

CLOSE OPTION

YOU SAY:

Alternate of Choice	➔	<i>I have availability at _____ or _____. Which one works better in your schedule?</i>
Direct Option	➔	<i>Let's book it for _____ at _____.</i>
Permission Close	➔	<i>When is a good time for you?</i>

4. Associate: _____, *obviously when you put your home up for sale some months ago, you did it because you had goals, dreams, and objectives at that time that you have not realized yet. What if there was still a way for those to come true for you and your family? Wouldn't it be worth ten minutes of your time to see if they could? That's all I need.*

CLOSE OPTION

YOU SAY:

Alternate of Choice	➔	<i>So should we meet quickly at _____ or _____? Which one works best for you?</i>
Direct Option	➔	<i>Since it's just ten minutes, let's meet at _____.</i>
Permission Close	➔	<i>Do you have 10 short minutes later this week?</i>

DEALING WITH APPOINTMENT OBJECTIONS

Are they willing to do what is necessary based on today's market conditions?

YOU REALTORS ARE ALL THE SAME

1. Associate: *I would agree that many agents provide very similar services. We have a (USP) program that creates a distinct advantage for the seller we represent.*

CLOSE OPTION

YOU SAY:

- | | | |
|---------------------|---|---|
| Alternate of Choice | ➔ | <i>I would be happy to show you the advantages as a seller. I could meet with you at _____ today or at _____ tomorrow. Which is better for you?</i> |
| Direct Option | ➔ | <i>I know these programs will help. Does _____ work for you?</i> |
| Permission Close | ➔ | <i>Would there be a time later this week to go over these programs?</i> |

2. Associate: *I would agree, to most consumers, agents do look the same. It is the level of service you receive as a client and the skill of the agent that makes the difference. Are you looking for a high level of service? Great!*

CLOSE OPTION

YOU SAY:

- | | | |
|---------------------|---|---|
| Alternate of Choice | ➔ | <i>Would _____ or _____ be better for us to get together?</i> |
| Direct Option | ➔ | <i>That is what I will bring. Let's meet on _____ at _____. Okay?</i> |
| Permission Close | ➔ | <i>Great, when can we meet in the next few days?</i> |

YOU REALTORS ARE ALL THE SAME CONT.

3. Associate: *I can understand your thoughts; we all look like we are doing the same thing. One of the big differences is expertise, and frequency of what we do, and the results. What are your expectations of the agent that represents you?*

Boy, I can surely understand where you get that impression and feeling. And I know the kind of frustration you feel, because I've felt it myself when I've taken over listings like yours only to find poorly written and prepared marketing, MLS data, virtual tours and other exposure issues. Mr. and Mrs. Seller, there really is a difference in agents. If there weren't we would all be doing the same level of business in terms of listings, sales, time on the market, and list-to-sale price ratios. And we'd all have the same level of client satisfaction. Does that make sense?

So the real question is what's the difference because there has to be one, right? I would be delighted to spend just a few minutes with you to help you understand the differences.

CLOSE OPTION

YOU SAY:

Alternate of Choice	➔	<i>I am heading into an appointment right now but I am available later at _____ or tomorrow at _____ if either of those times works.</i>
Direct Option	➔	<i>I can meet with you at _____ okay?</i>
Permission Close	➔	<i>What works in your schedule in the next couple of days to meet?</i>

HOW COME YOU DIDN'T SHOW IT WHILE IT WAS ON THE MARKET?

1. Associate: *That's a great question. You see, I truly believe that I have an obligation to spend my time working diligently to sell the homes of the people who have entrusted their home to me to sell. So I spend the bulk of my time doing that, rather than selling other homes in the marketplace. Is that the kind of commitment and focus you are looking for in an agent?*

CLOSE OPTION

YOU SAY:

Alternate of Choice	➔	<i>Great, would _____ or _____ be better for us to get together?</i>
Direct Option	➔	<i>That is what I will bring. Let's meet on _____ at _____. Okay?</i>
Permission Close	➔	<i>Great, when can we meet in the next few days?</i>

HOW COME YOU DIDN'T SHOW IT WHILE IT WAS ON THE MARKET? CONT.

2. Associate: *I can appreciate that question. I think the difference is, my focus to get the job that I am hired to do, done. I was not hired to sell your home. Right now in our board _____% of the homes that are listed, sell. My listing to sale ratio is _____. This gives you a tremendous advantage over the other homes when working with me. Are you looking for an edge over the competition? Terrific.*

CLOSE OPTION

YOU SAY:

Alternate of Choice	➔	<i>I am heading into another appointment currently. However, I am free later today at _____ or _____. Which is better in your schedule?</i>
Direct Option	➔	<i>I have an opening at _____.</i>
Permission Close	➔	<i>With your permission, let's meet later this week, okay?</i>

3. Associate: *That's a great question and I'm sure this is a source of frustration for you right now. I can assure you that I personally take the responsibility of selling someone's home very seriously. In many cases, my clients have entrusted their largest asset to me. Because of that trust, I work almost exclusively to ensure their sale. With a _____% success rate against the market average _____% success rate, I must be doing something right. Wouldn't you agree?*

CLOSE OPTION

YOU SAY:

Alternate of Choice	➔	<i>I am open later today at _____ or I have an opening at _____ tomorrow if you like. Which works best for you?</i>
Direct Option	➔	<i>It only takes a few minutes. I have an opening on _____ at _____. Shall we book it?</i>
Permission Close	➔	<i>We only need a few minutes. When would be a good time for you?</i>

HOW COME YOU DIDN'T SHOW IT WHILE IT WAS ON THE MARKET? CONT.

4. Associate: *I have found in the years I have been in business some of my best clients that we helped the most and appreciated our professional service the most were people in your situation. That's why I am calling. I only need a few minutes of your time to see if we can be of service to you. Isn't it worth a few minutes to get that professional second opinion?*

CLOSE OPTION

YOU SAY:

Alternate of Choice



I have appointments the rest of the day. I am open to meet at _____ or _____ on _____. Is one of those better for you?

Direct Option



We will only need 5 minutes each. How about _____ at _____?

Permission Close



What is your schedule like later this week?

WHY ARE YOU CALLING ME NOW?

1. Associate: *It sure seems like a lot of people are calling, doesn't it? Your home's listing came up as expired, so I am calling to see if I can be of service. In order for me to accurately assess my ability to help, I need just a few minutes of your time and to see your home.*

CLOSE OPTION

YOU SAY:

Alternate of Choice



Would _____ or _____ be better for you this week?

Direct Option



Why don't we meet at _____?

Permission Close



Does later this week work for you?

WE ARE GOING TO RE-LIST WITH OUR PREVIOUS AGENT

1. Associate: *You were on the market for six months correct? Let me ask you this, what do you think she's going to do in the next six months that she hasn't done already? So, she should have probably done everything that she could do to get the home sold in the last six months, right? Are you looking for somebody that's aggressively going to get your home sold or do you want to wait for somebody to show up to buy it?*

CLOSE OPTION

YOU SAY:

Alternate of Choice

*Would _____ or _____ be better for you?*

Direct Option

*Let me at least give you a second opinion, let's meet tonight at _____.*

Permission Close

*With your permission I'd like to be that second opinion. When would be best to give you this valuable service?*

2. Associate: *I appreciate your loyalty to your previous agent. How long were you listed the previous time with him? Wow, that is certainly a reasonable length of time. What new strategies is he going to implement this time to ensure your home is sold? Do you think it might be worth at least getting a second opinion before you relist so you have a different view of the marketplace, marketing, strategy, market trends, buyer volume, staging, pricing strategy, branding, positioning, and a host of other factors that will influence your sales price as well as saleability?*

CLOSE OPTION

YOU SAY:

Alternate of Choice

*Would _____ or _____ be better for you this week for a second opinion?*

Direct Option

*Let me at least give you a second opinion, let's meet tonight at _____.*

Permission Close

*With your permission I'd like to be that second opinion. When would be best to give you this valuable service?*

WE ARE GOING TO WAIT UNTIL...

1. Associate: *I can appreciate how you might feel that waiting might lead to a better conclusion for you. Let me ask you _____, if waiting would actually harm your opportunity to sell your home would you want to know about it? Based on the market trends, inventory levels, interest rates there is some indication the marketplace will be more challenging this spring.*

CLOSE OPTION

YOU SAY:

Alternate of Choice



Would _____ or _____ be better for you this week to go over your options?

Direct Option



Let me at least give you your options, let's meet tonight at _____.

Permission Close



With your permission I'd like to go over your options. When would be best this week to meet?

HOW TO USE VOICEMAIL TO SELL

A voicemail system is unforgiving

- The message was not received
- The prospect forgets
- Your message was unclear
- The prospect is a procrastinator

The Seven Second Rule still applies in voicemail.

We need multiple messages to leave our prospects. Most of us don't even have one!

VOICEMAIL #1

Option 1: *Mr. Smith, this is _____ with _____. It's my pleasure to leave this message for you today. The reason for my call is your home appeared as off the market today. I specialize in helping sellers who have had a previous bad experience in selling. I have a program that will guarantee a successful sales experience. I will be in the office accepting calls between _____ and _____ on _____ and _____ this week. I will anxiously await your call. Thanks for taking the time to listen to my message. Once again it's _____; my phone number is _____. Have a terrific day*

Option 2: *The reason for my call is your home came up as an expired listing today. I specialize in helping client like you actually achieve a sale at fair market value within _____ days.*

You must leave a specific day and time that your call can be returned.

VOICEMAIL #2

You will increase the benefit with voicemail #2 versus voicemail #1.

Mr. Smith, this is _____ with _____. Since my last voicemail message...

we have seen properties like yours sell more quickly.

we have seen buyer demand increase.

we have seen market activity pick up.

we have sold over _____ homes and the market activity has increased.

The current marketplace creates some very wonderful opportunities. I will be accepting calls between _____ and _____ on _____ and _____ if you would like to return my call. Oh, I almost forgot this is _____ with _____. The company that is totally dedicated to helping you achieve your goals. My phone number is _____. Thanks for listening to my long message. Have a great day!"

VOICEMAIL #3

Mr. Smith, this is _____ with _____, once again. There are three strategic goals we help our seller clients achieve...

positioning their property for maximum exposure and maximum sales price.

strategically market the property to increase showing to drive in more buyers so we increase the odds of achieving a sale.

complete the transaction smoothly and efficiently helping you handle the inspections, financing, repairs, negotiations, documents and closing.

Which of these services are most important to you? Mr. Smith, I am seriously dedicated to understanding how I can be of assistance to you. The question becomes, do you feel I can make a contribution to you and your family? You can call me, _____, right here at _____ between _____ and _____ today or _____ of this week. Thanks for your time and again my phone number is _____. Have a terrific day!

Still no call back!

VOICEMAIL #4

Mr. Smith, this is _____ with _____, once again. I am certain you recognize my voice by now. The fact that you haven't returned my calls, I take as a good sign. Because if you didn't need my services or didn't like what you were listening to you would have called me back to tell me to get lost! But since you haven't done so I will continue to work, add value and to take the time to reach you. I would be happy to meet you on either _____ or _____ this week. I really look forward to meeting you at last to find out how we can help you, and your family, achieve your goals. You can reach me, _____, at _____ on _____ or _____. If that is not a good day, please call before 12:00 noon tomorrow. Have a fantastic rest of the day!

Reverse psychology tactic!

VOICEMAIL #5

Interactive voicemail message.

Mr. Smith, this is _____ with _____. I am sure you recognize my voice by now. We are at a stand still. What concerns me most is while you wait...

the number of distressed properties hitting the market is increasing.

the interest rates are making waves of climbing.

the market activity is starting to soften.

the inventory of listings is increasing.

Why should this bother me? I realize it is not my money that you might be losing. It's because with every day that goes by that we don't take steps to understand what we can do to assist you, the possibility exists that you are unintentionally wasting precious equity. If your ultimate goal is to repurchase you could be risking higher payments, higher down payment or monthly payment dollars. There is really no need for this to continue! The number could not only become substantial but it continues to add up even as you listen to this message. I am merely here to help you achieve success based on your goals. I will anxiously await your response. The name is _____. The company is _____. I'll be in the office between _____ and _____ today. I am looking forward to answering your return call. My number is _____. Have a wonderful day!"

THE NO CALL LIST

Three options with regard to the No Call List:

1. Do nothing!
2. Go to the door!
3. Use the Survey Method

EXPIRED LISTING SURVEY SCRIPT

Associate: *Hi, I am looking for _____. Hi, _____ this is _____ with _____. The reason for my call is we are doing a quick survey of the homes that failed to sell in the marketplace. We are doing this to respond more effectively to the marketplace challenges for our sellers. I need less than 5 minutes of your time. Would that be okay?*

If your home had sold, where were you heading to next?

How soon did you want to be there?

_____, what do you think stopped your home from selling?

What's your general impression of the marketplace today?

What are your primary resources you use for your marketplace knowledge?

How did you happen to pick the agent you listed with?

What did the agent do that you liked best?

What do you feel they should have done?

If there was still an opportunity to achieve what you wanted when you listed the home some months ago, would you want to review that opportunity?

_____, thank you for your time today. I appreciate you helping me on this survey. I wish you the best!

USING THE SURVEY METHOD

You can approach a consumer on the Do Not Call List and still be within the law through the use of surveys.

This technique will work provided you are using it to screen the prospect to go to the door for a face-to-face visit.

You can't ask for an appointment.

The real purpose of using a survey technique is to identify potential leads.

BREAKOUT SESSION

BREAKOUT SESSION 3

Choose whichever opening you are comfortable with to use for an initial call to an Expired prospect. Use the Safety Zone scripts or simply answer the objection, but your job is to secure an appointment.

ACTION PLANS – WEEK 3

1. 10 contacts a day to Expired Prospects. Call Expireds from newest to oldest.
2. Internalize the Safety Zone and Objecting Handling Scripts from this session each day.
3. Role-play an entire initial contact to an Expired with your Accountability Partner – including objections to getting the appointment.