

FastTrack™

Scripts - Session 2

Beginning Your Lead Expansion



To your Achievement of Excellence in Life

FIRST MEETING

FIRST MEETING OR PHONE CALL SCRIPT

“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 help me and your friends out.”

DISCUSSING EXPECTATIONS

Expectations Script #1

“If you could build the perfect real estate professional, what would he or she look like?”

Expectations Script #2

“Let’s pretend we’ve sold your home, how will we know if we’ve been successful? What is your measure of our success working together? Is it just getting a good price for your home, or is there more to it for you?”

Expectations Script #3

“Let’s pretend we’ve found you your new home, how will we know we’ve been successful? What is your measure of our success working together? Is it just finding something in your price range, or is there more to it for you?”

Expectations Script #4

“Bob and Carla, tell me about the time you listed and sold your last home. How did it go? What worked and what didn’t work? Based on that experience, what do you expect from me?”

FIRST MEETING CONT.

CELEBRATE THE FACT YOU MET THROUGH A REFERRAL

You: *“You know Bob, it is great Mary suggested we meet. Meeting people through referrals is always the best way. I suspect you feel more comfortable meeting with me today because I came to you through a friend. True?”*

Bob: *“True.”*

You: *“That’s the way this business works. When someone like the work I do, they spread the good word.”*

(Possible Response #1)

Bob: *“Well, do a good job and I suspect I can make a few introductions for you.”*

(Possible Response #2)

Bob: *“This doesn’t mean I have to give you referrals does it? I usually don’t like to give referrals, and I certainly don’t want to feel obligated to do so.”*

You: *“Of course not. I don’t ever want you to feel obligated to give me referrals. I would say though, that I hope to bring enough value to this process that at some point you might think of someone else who should know about how I do business. Fair enough?”*

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.”...*

NOTE: Up to this point, it’s salesperson centered.

“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?”

WHILE WORKING WITH A CLIENT

REFERRALS ARE A NATURAL OUTCOME OF THE THIS PROCESS

You: *“Jerry, as we get started, I just wanted you to know what happens sometimes.”*

Jerry: *“Okay.”*

You: *“Quite often, as we being 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 often they 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.”*

AFTER RELATIONSHIP IS STRONG – ESTABLISHED VALUE

THE “STRAIGHTFORWARD”

You: *“Well Martha, that’s great to hear. I’m glad you see the value I bring to this process. With that in mind, I have an important question to ask you.”*

Martha: *“Okay.”*

You: *“I’m hoping we can brainstorm for a few minutes about whom you know who may be looking to sell their home or buy a home – who should know what I bring to the table. Could we do that for a couple of minutes?”*

Martha: *“Sure, I guess so.”*

You: *“Great. First we’ll start with who might be thinking about selling their home. Even if you’re not sure, but you suspect they might be considering selling...Okay, now let’s see if you know anyone who might be moving to the area or moving from a rental situation to a new home.”*

UPGRADING THE REFERRAL

“Bob, I appreciate the referral opportunity and you offering to give your friend Suzi my business card, but I will tell you it is rare when a referral actually calls the agent. My real concern is in our marketplace more than 65% of the agents have been in the business less than a handful of years. The average agent, according to NAR does 3.5 transactions. The probability is that your friend is going to get an agent that doesn’t understand the marketplace and may not be as skilled. I’m sure that is not what you want to have happen. Would there be a way we could design that would allow you to be comfortable with giving their number to me so that I can make a soft introductory call?”