

SURGE™

Scripts - Session 4

Surging to Success in Lead Follow Up



To your Achievement of Excellence in Life

BRUSH OFF SCRIPTS

JUST LOOKING / NOT READY FOR A REALTOR

1. Associate: *I certainly understand that you are probably in the information gathering stage, would that be correct?*

Let me ask you this, if you found something you really liked then what would happen?

So it might prompt you from just looking to move right into buying. Is that what I am hearing?

Rather than doing that on an impulse as many buyers do I merely want to share with you a Market Trends Report so you know clearly the market numbers, inventory levels, sales, absorption rates, so as you are looking you can see what real values based on the state of the market and the trends of where the market is heading to. It only takes a few minutes but it will save you thousands when you decide the timing is right for you.

CLOSE OPTION

YOU SAY:

Alternate of Choice



I am booked with appointments the rest of today but I do have time at _____ or _____. Which of those is better for you?

Direct Option



The information is quite valuable. I could meet at _____. Does that work for you?

Permission Close



When would be the best time to review it with you?

SURGE SESSION 4 SCRIPTS– LEAD FOLLOW UP

2. Associate: *That's just fine that you are just looking. You might be interested to know that's the stage that a good Realtor can add a lot of value.*

If we could spend a few minutes together, I can save you some time and help you avoid some of the pit falls that many people make in the "just looking stage." I can direct you to some resources and websites that will make the looking stage you are in more productive and fun.

CLOSE OPTION

YOU SAY:

Alternate of Choice	➔	<i>I am booked with appointments today but I am open at _____ or _____ tomorrow. Does either of those times work?</i>
Direct Option	➔	<i>I know I can help. Let's meet at _____.</i>
Permission Close	➔	<i>Shall we meet later this week? When is best for you?</i>

WORKING WITH ANOTHER AGENT

1. Associate: *That's terrific that you are working with another agent. I am curious; there are a couple of homes you were researching on our site xyzhomes.com, did your agent send them to you as well? Ouch...that means you missed a few of the really outstanding deals. That concerns me for you.*

Let me ask you this, are you committed to that agent or just working with that agent? (If they don't know, explain the difference. If they need you to explain they are not committed, so go for an appointment.)

It really matters who represents your interest in the purchase of your next home. It matters in service, communication, price you pay for the home, what home you select, short-term and long-term, appreciation, smoothness of transaction, timeliness of the closing.

All these are influenced by who you work with as an agent. That's why I ask you up front about who you were working with because of my concern. That's why I would like to meet with you so you can compare your options of service.

I'M BUSY AND CAN'T TALK

1. Associate: *I certainly never know when I am reaching out to give service to someone whether I caught them at a busy time...when might be a better time?*

CLOSE OPTION

YOU SAY:

- | | | |
|---------------------|---|--|
| Alternate of Choice | ➔ | <i>I am available at _____, also at _____. Which time is best for you?</i> |
| Direct Option | ➔ | <i>I have an opening at _____.</i> |
| Permission Close | ➔ | <i>What works best this week for you?</i> |

2. Associate: *I certainly understand, and in fact, I was heading out for an appointment but thought I would reach out to you really quick before I left...is there a time that would be better...*

CLOSE OPTION

YOU SAY:

- | | | |
|---------------------|---|---|
| Alternate of Choice | ➔ | <i>I could meet at _____ or if that isn't convenient then I am also open at _____. Does either of those work?</i> |
| Direct Option | ➔ | <i>I have an opening at _____.</i> |
| Permission Close | ➔ | <i>With your permission, let's meet later this week, okay?</i> |

I JUST LIKE TO LOOK ON MY OWN

1. Associate: *I understand. I have that same reaction to most salespeople as well...I am not sure if you are aware when browsing the properties as you are doing you don't have access to....*

- Agent comments, true property value information, that key information, customized search options to grab the best deals. Were you aware of differences?

I would assure you would want access. Here is the benefit to you rather than getting a teaspoon of information we will give you a full bucket. Probably the easiest way to do this is to set a quick appointment.

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



Let's meet at _____.

Permission Close



What works best this week for you?

SCRIPTS

1. *“Mr. Smith, I need your help. We have talked _____ number of times in the last few weeks. I have sent you information on the marketplace and our services. I really have begun to understand your needs for your family, but I need a little more clarity to do the best job for you. We can easily accomplish this in a short appointment. Would _____ or _____ be better for you?”*
2. *“Mr. Smith, I could use a little assistance from you. We have been working together for _____ weeks. I have invested time because I know I can really help you and your family and I felt a connection with you. I really would like the opportunity to serve you, but I am now sensing something is not quite right. Do you mind me asking what that is?”*
3. *“Mr. Smith, I need your assistance. Over the last few weeks you have given me every indication that you wanted to make a change in your home for your family. I would like to know if there is an opportunity to do some business or is the timing not quite right at this point?”*
4. *“Mr. Smith, if we can provide you with a better probability of finding the right house for you and your family at a competitive price with competitive financing, is there any reason why we cannot do business together?”*
5. *“Mr. Smith, if we can provide you with the highest probability of you achieving your goals with regard to purchasing a new home, more than any other real estate firm, what will you do?”*

GETTING YOUR PROSPECT TO OPEN UP

“Mr. Smith, that is great. We have both put some time and effort into achieving your goals. When do you think we can get started?”

“Mr. Smith, that’s wonderful. I know you have been doing your research for a while. That should give you comfort in moving forward. When would you like to take the next step and meet?”

STALL SCRIPTS

“Would you ever see yourself using a service like mine?”

If “yes”, then ask:

“Under what circumstance?”

If “no”, then ask:

“Why?”