

Team Mastery™

Scripts - Session 8

Developing a Successful Prospecting Team



To your Achievement of Excellence in Life

HOOKING IN THE BENEFIT SCRIPTS

1. Associate: *“Hello Mr. Smith. I’m _____ with _____. The reason for my call is we met at an open house on Chestnut last Sunday and there have been some changes in the marketplace. I was wondering if I could take a few minutes of your time to update you on the new developments.”*

2. Associate: *“Hello Mr. Smith. I’m _____ with _____. The reason for my call is you contacted us a week ago about the home on Chestnut. We have had considerable amounts of success in helping families like yours achieve the home of their desires with a low financial investment. I was wondering if I could take a few minutes of your time to see if there is a possible fit.”*

3. Associate: *“Hello Mr. Smith. I’m _____ with _____. We specialize in helping homeowners that have failed to sell previously, achieve a sale. The reason for my call is that we have had considerable amounts of success in getting homes sold that were previously on the market with another company. I was wondering if I could take a few minutes of your time to see if there is a possible fit.”*

CLOSING / BRIDGE SCRIPTS

Closing with a question:

“Let’s set an appointment to talk. Which would work better for you – Wednesday or Thursday?”

“Our next step would be to meet. Do you have time this week, or would next week be better?”

Closing with a bridge:

“Until we invest a few minutes together, I don’t know if your results will be the same, worse, or better than those we have achieved with a number of our clients. Would you be willing to spend a few minutes together to see?”

“Bob, I am not sure at this juncture if I can help you, and you are not sure if I can’t, so let’s spend a few minutes together to find out if you could benefit from what we offer.”

VOICEMAIL SCRIPTS

VOICEMAIL #1:

“Mr. Smith, this is _____ with _____. It’s my pleasure to leave this message for you today. The reason for my call is we met at an open house on Chestnut last Sunday and there have been some exciting changes in the marketplace that you will want to take advantage of. I will be in the office accepting calls between 3:00pm and 5:00pm on Tuesday and Thursday 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.”

VOICEMAIL #2:

*“Mr. Smith, this is _____ with _____. Since my last voicemail message...
we have seen properties like yours sell more quickly.
we have seen the types of homes that you are interested in sell quickly.
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 3:00pm and 5:00pm on Tuesday and Thursday 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 buyer clients achieve...

Selecting the right home for the family.

Acquiring it at the best price possible given the current market conditions.

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

TEAM MASTERY SCRIPTS SESSION 8 – DEVELOPING A SUCCESSFUL PROSPECTING TEAM

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 3:00pm and 5:00pm today or Thursday of this week. Thanks for your time and again my phone number is _____. Have a terrific day!"

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 for lunch on either Tuesday or Thursday 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 _____ at _____ on Tuesday or Thursday. If that is not a good day, please call before 12:00 noon tomorrow. Have a fantastic rest of the day!"

VOICEMAIL #5:

"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 interest rates are making waves of climbing

the market activity continues to decline

the available inventory of homes continues to ...

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, down payment or even 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 3:00pm and 6:00pm today. I am looking forward to answering your return call. My number is _____. Have a wonderful day!"