

Team Mastery™

Session 8

Developing a Successful Prospecting Team



To your Achievement of Excellence in Life

TABLE OF CONTENTS

OBJECTIVES..... 2

PROSPECTING 3

KEY QUESTIONS TO EVALUATE 4

BUILDING SOLID TELEPHONE STRATEGIES AND SKILLS 5

 LIVING WITH THE SEVEN-SECOND RULE 5

 THE RULES FOR POWERFUL OPENING STATEMENTS..... 5

 KEY WORDS TO USE IN AN OPENING STATEMENT..... 8

 KISS OF DEATH OPENINGS..... 9

VOICEMAIL 10

 VOICEMAIL #1..... 10

 VOICEMAIL #2..... 10

 VOICEMAIL #3..... 11

 VOICEMAIL #4..... 11

 VOICEMAIL #5..... 12

FIRE ON THE PHONE..... 12

ACTION PLANS – WEEK 8..... 14

OBJECTIVES

During this session you will:

- Clarify your definition for prospecting.
- Evaluate prospecting and marketing systems effectively

PROSPECTING

You must establish a prospecting culture for your team.

What’s prospecting?

You have to define that for yourself and your team.

Webster defines prospecting as:

“Seeking a potential customer, seeking with a vision of success”

Seeking: _____

Vision of success: _____

Prospecting versus Other Activities

<i>What Prospecting Is</i>	<i>What Prospecting Isn't</i>
Calling past clients	Mailing magnets, calendars, marketing pieces, anything
Calling sphere of influence (people you know)	Setting up a Web site
Cold calling	Putting magnetic signs on your car
Calling targeted lists of prospects	Sponsoring a community sports team
Calling and asking for referrals	Answering e-mails
Add-on selling to previous orders	Pinning your business card up on a bulletin board
Personally meeting with your past clients and sphere of influence face to face to solicit referrals or more business.	Running advertisements in any publication

Prospecting aligns with the Law of Accumulation.

Shattering the Myth of Prospect-free systems:

Realize that prospecting won't disappear even in our technology driven market.

KEY QUESTIONS TO EVALUATE

Key questions to evaluate before you invest in any lead generation or strategy system:

- How many sales does this technique generate for you annually?
- How much time do you need to invest personally to set this up and maintain it?
- What does it cost you to use this marketing service to generate your leads?
- What conversion ratio does this technique generate?
- What percentage of your business comes from using this method?
- How many clients did you get?
- What was the average sale made to those clients?
- What was your average commission earned from those clients?
- What is your net profit from this after all your costs?
- Have you included the value of your time in that equation?

BUILDING SOLID TELEPHONE STRATEGIES AND SKILLS

LIVING WITH THE SEVEN-SECOND RULE

NEVER ASSUME

MAKE YOUR VOICE MUSIC TO THEIR EARS

OPENING STATEMENTS HAVE TO BE SCRIPTED, WORD FOR WORD

THE RULES FOR POWERFUL OPENING STATEMENTS

- **Step one: Greet the prospect by name**

- **Step two: State your name**

- **Step three: State your company name**

Add on a tag line or a specialty line:

“We specialize in Eastside properties.”

“We specialize in selling homes that failed to sell previously.”

“We specialize in helping families net a higher amount from their home than the market average.”

“We specialize in selling high-end eastside real estate properties at the best value.”

- **Step four: State your company name**

Begin each call with:

“The reason for my call is....”

The purpose of this technique will:

Force you to focus on what your call objective is and get you quickly to your pre-planned offer.

- **Step five: Hook in the benefit statement**

“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.”

“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.”

“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.”

- **Step six: Add a close or bridge**

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.”

Key Words to Use in an Opening Statement

<i>Shrinking Verbs</i>	<i>Negative-Result Nouns</i>	<i>Expanding Verbs</i>	<i>Positive-Result Nouns</i>	<i>Call-to-Action Phrases</i>	<i>Closing Phrases</i>
Reduce	Challenges	Enjoy	Profits	Evaluate	That work for you
Lower	Troubles	Enhance	Sales	Analyze	That will help you
Modify	Waste	Expand	Income	Discuss	That would be of value to you
Decrease	Costs	Maximize	Productivity	Explore	That would interest you
Eliminate	Expenses	Increase	Time		
Cut	Hassles	Aid	Savings		

1. “Hello, [name of prospect], I’m [your full name] with [your company’s name].”

2. “The reason for my call today is, depending on your experience in [specialty area], there is a probability we can aid you, like we have [name drop], with [shrinking verb] your [negative result noun] while also [expanding verb] your [positive result noun].”

3. “If you have a moment, I’d like to [call-to-action phrase] your situation to see if this is something [closing phrase].”

4. “. . . I’d like to discuss your situation to see if this is something that would be of value to you.”

KISS-OF-DEATH OPENINGS

Dodging Kiss-of-Death Openings:

- **Don't invite "NO" Responses:**

Examples to avoid:

"My name is Bob. I sell real estate. May I take a few minutes of your time to talk with you about the market?"

"I sent you a brochure about real estate services and was wondering if you got it."

"I sent you information about some properties and was wondering if you got it."

- **The Worst Opening Statement:**

Usual style or approach: *"And, how are you today?"*

Four reasons not to use *"And, how are you today?"*

- It's not sincere
- No imagination
 - People are going to make a decision to listen within the first few seconds
- It doesn't create good rapport
 - Their guard immediately goes up!
- It sets you up for a response you don't want
 - Easily get the reflex "no"
 - They could tell you how they really are
 - If you really know the people, then "And, how are you today?" is an adequate opening.

VOICEMAIL

How to get out of voicemail HELL by using our five proven scripts:

A voicemail system is unforgiving.

- The message was not received
- The prospect forgets
- Your message was unclear
- The prospect is a procrastinator
- We need multiple messages to leave our prospects. Most of us don't even have one!

VOICEMAIL #1:

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

“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:

- 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 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!”

TEAM MASTERY SESSION 8 – DEVELOPING A SUCCESSFUL PROSPECTING TEAM

VOICEMAIL #3:

- You are building on past messages.

“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.

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:

- Still no call back! Reverse psychology tactic.

“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!

TEAM MASTERY SESSION 8 – DEVELOPING A SUCCESSFUL PROSPECTING TEAM

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 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!”

FIRE ON THE PHONE

Key tips and strategies to be on fire on the phone:

- Always use a headset and your team members as well.

- Stand up and be heard

- Limber up your body

- Warm up your voice

- Put in pre-call practice time

- Bundle your calls

- Prepare for each call

- Initial Call:
- Follow-up Call:

- Respect the threshold moment

ACTION PLANS – WEEK 8

1. Define the level of prospecting for yourself and your team.
2. Define the prospecting targets for the team.
3. Craft your voicemail sequence for Buyers and Sellers.
4. Decide on a training system to improve telephone sales skills.