

Sh*t That Will Your Appt's

1) **You win when the person RANTS!** Reason, Ability, Needs, Timeline, and what has Stopped them so far. 🔍

2) **Avoid 'salesy' words like the plague.** You're an expert and fiduciary. Sales words undermine the prospect feeling this. Be the physician, not the car salesman. Use casual language like you're talking to a friend, because you are! 😊

3) **Tone can win or lose a deal in the first 5 seconds.** Tonality is EVERYTHING in building trust in the first impression. They have no idea who's calling 9/10 times and they're in fight-or-flight. You want to sound like a physician calling to give a quick diagnosis update. The script (especially the first few sentences) is designed to help with that as much as possible.

4) **Empathy is everything.** Practice active listening. Acknowledge what they're saying and feeling before responding. We're here to listen more than speak. You can begin to help people after they FEEL heard.

Resources

[add a call recording bank]

Script / Process

- Triple tap (call 3x)
- If you don't get the call declined AND / OR a voicemail on the first 1-2 times, try calling from your personal phone number (may be connection issue related to Twilio service)
- Each converting call should be 7-10 mins once you get this dialed in 🔥

IMPORTANT: Every conversation possible should convert into a set appointment.

If they have any prayer or hope of converting into a deal within the next 2yrs, that should be a 30-60 min Zoom appointment. Once you demonstrate your competency and build rapport, you earn the opportunity to call them every 2-3 weeks, forever.

Appointment = Competency + Rapport = Like + Trust

Consistent Follow-up Contact = Know

*Appointment + Consistent Follow-up Contact = **Know, Like, & Trust***

Call - No Answer

Voicemail

Hey {{contact.first_name}} this is just {{agent_name}}, I had a few minutes to get back to you about those homes, so give me a call when you can at 980-449-3750.
Thanks, talk soon.

Voicemail Follow-Up 2X SMS

;11 - Hey happy Sunday {{contact.first_name}}, this is just {{user.first_name}}, I had a few mins to get back to you

;12 - Saw you reached out a few days ago about those homes I shared and just was curious if you found a home yet or if you were still looking?

Call - Answer

Connecting Question

Hey [name] this is just [agent], I just had a few mins to get back to you. (pause)
I just had a few minutes to get back to you, you reached out to me a few days ago about one of the new home tour videos I shared, and I was... (pause)
I guess I was just curious if you had found a home yet? Or if you were still looking?

Found a Home / Other Objections

Just purchased

"Congrats! We love to hear you found something, I hope it's been a great experience and it's the perfect home for you. We love to get to know our neighbors in the community, would you be totally opposed to staying in touch until you're ready to buy your next home?"

Just browsing

"Were you just browsing for fun? Or did you have someone specific in mind you were searching for?"

Still Looking (RANTS Framework)

Reason WHY

"I guess a good starting point might be... (pause) might be... what's got you thinking about looking at a new home?"

"What attracted your attention about new construction/that home specifically?"

"(acknowledge them) Any reason why that would important to you now though?"

Ability to close

"So are you already pre-approved with a lender or would you be paying all cash?"

"If I could make a suggestion... *(pause until they acknowledge)* Do you think... do you think you might be interested in getting some more info about what special loan products and incentives you might be able to qualify for? Do you think that might be helpful?"

Need in a new home

"What would you be looking for in a new home? Like, home is a feeling, right? So what exactly would make a new place really feel like home?"

"Why's that important to you now though?"

"I mean your current home/apartment sounds great, I guess I'm not sure why you'd want to move..."

Timeline to move

"About when would you probably want to move into a new place?"

If they provide a timeline without explaining, repeat back the timeline as a question...

Example: "By August? (pause)"

If they still don't provide context, keep going.

"I'm not saying it's not possible, but if we looked at the market and just couldn't find the right new home for you by then, would that be okay with that? Or any reason you might need to move by then specifically?"

"What if we found just the perfect home at the right price and everything was right EXCEPT it was before {timeline}, any reason that might be an issue? Could you move before then? Or probably not?"

Stopping them so far

"Almost forgot, is this your first time looking? Or have you already be out in the market?"

If they HAVE been looking...

"Well it sounds like you're pretty well prepared, have you not been able to find what you're looking for? Or what's been holding you back so far?"

And transition into the appointment close.

If they HAVEN'T been looking...

"Yeah, that's not a problem."

And transition into the appointment close.

Close for the Appointment

You know, {{contact.first_name}}, if I could make a suggestion...?

(pause until they acknowledge)

If I could make a suggestion, one thing you might find helpful... I could hop on a Zoom call and actually show you some of the home listings available right now so you have a good idea of what's available in the market, discuss which loan products and special buyer incentives you might be able to qualify for to help you save a ton of money, and help you put together a personalized home buying strategy plan to cut out the guesswork and give you the best chance to find that right house, at the right time, for the price...

Do you think that - might - be helpful?

Objections

"Yeah, that's not a problem..."

And go into the objection handling training.

When you DO get objections, LET ME KNOW! I'll transcribe the calls and start building a bank of specific ones here.

Schedule the Appointment

"My schedule is pretty full the rest of today/tomorrow (depending on when you call) but, I'll tell you what, do you have your calendar handy?"

"What does tomorrow afternoon look like for you? Maybe about X PM?"

Then find a mutually agreeable time. Avoid showing times/days/late at night/weekends if possible. It makes you look like you have too much free time.

"Okay, I'll confirm with my assistant and send you a confirmation and calendar event here in a few minutes, and we can chat more then. Sound fair enough?"

"Perfect, talk then, take care."

And if they're a talker you can loop back...

"Looking forward to it! Okay, take care..."

 **We got this!**  **LFG!!!**