

The Top 5 Telephone Dialogs for Contacting Your Sphere of Influence & New Leads

- 1) Calling someone on their cell or at home:

"Hi Gary its Dave give me a call on my cell as soon as you can at 503-539-8937"

Use this script when calling or returning a call from a buyer who just called on one of your listings, an expired listing, a FSBO, a seller lead or a lead from one of the many on line sites looking for information, or anybody you actually want to call you back you don't know them. Actually it works for anybody you know also. They will call back 90% of the time because they likely know somebody named Dave and they are dying to know which Dave it is!

- 2) When I call an on line lead if they have been on my website, I use this script and when I call their number...I put in contact list **their name, the site they called from and the day they called.** Then they pop up on my caller ID if they don't have their name blocked. This is huge because you can pick up the phone and

"Hi Gary thanks for calling me back. You were on my site look at homes a bit ago and I just wanted to ask you if you got all the information you wanted, and what kind of home you were looking for?"

- 3) I promise you if you just shut up and wait for them to answer they will talk for 5 minutes. Its about them no you. Then you can start asking them questions about

"How much of a payment do you want. How big a house, bedrooms, baths, yard, neighborhoods, etc."

- 4) Before you know it they have been talking for 10 minutes. Then the next question you can ask for a simple light close:

"For me to better understand all your needs Gary, I would like to meet with you for 30 minutes to make sure I have the perfect search set up for you and your new home for your family (or depending on their situation). Would tomorrow at 5:30 or Thursday at 2:00 be best?"

- 5) Calling your sphere to just leave VOICE MAILS to keep your name in front of people. You don't have time to talk because you are doing this 20 times on Thursday and Friday's.

"Hi Gary and Tina its Dave Hopkins and I was calling to just say hi and see how you guys were doing and if everything is still going good with the house I sold you last year. Did you need any contractor referrals or good contacts? Please give me a call if you do, I always love to help you guys."