

The Language Of Lead Followup

Soften the knots of resistance with meaningful language



Assemble New Ways of Communication

- When you understand your client, lead follow up becomes natural.
- There is a habitual way you communicate that puts you on autopilot. Get in touch with your mindset before you even begin communicating. Are you having Monkey Mind thoughts like “ I haven’t talked to them in a year, what would I say? “
- Review your Standards of Integrity and Green lens tool. These tools automatically elevate your communication.
- Do your clients want to hear low energy, average communication or do they want to be inspired about the future you can help them co-create?



Remember *Something About Them!*

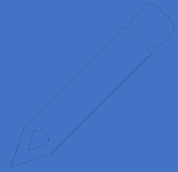
Go Back To Motivation (The Dream)

Not more than _____ (days, weeks, months) you had a dream of _____ (buying or selling). Where are we at with that dream?

If they say, “We are putting things on hold”. Say, “I hear what you are saying and what I am sensing is that the dream is not as clear as it was in the beginning, is that fair to say?”

Let’s go back to what you dreamed about in detail. Tell me again about-_____. Can you imagine yourself a year from now when you are (living that dream?)

Would you be disappointed if one year from now you were still in the same place and had not taken some action toward the dream?



Listening

- Are you *really* skilled at listening?
- Metaphors, Hidden Meaning, values? Watch The Art of the Metaphor (5 minutes)
<https://ed.ted.com/lessons/jane-hirshfield-the-art-of-the-metaphor>
- Do you understand that there is always a conversation within a conversation?

Relationship and Trust are Priorities

It takes time and energy to rebuild trust and relationship if you have let it slide.

I'm calling because....

Softening Statements

I only mean to help you the best way I can.


So that you can get exactly the outcome you're looking for ...

So that we will make the most of our time together ...

So that you can get exactly what you most want ...



Examples of Clean Questions

- What would you like to do next (or have happen next?)
 - What's important about _____?
 - Is there anything else?
 - How do you know?
 - What stops you (or what helps you?)
- 



Getting Resistance? Look for “Yes” Sets

- The Yes Set technique works by building a pattern of ‘yes’ answers that gets the other person into a habitual response.
- Once the pattern is established, and they’re automatically answering ‘yes’, you slip the question that you really want a ‘yes’ to.
- You’re building ‘yes’ inertia so that they say ‘yes’ to your *real* question without thinking about it. Psychology says that people do things and justify their actions afterward. In other words, once they say yes — they will justify that decision, rather than change their mind.

YES, YES, YES

Would you like to find a house? (Obvious question but so simple it works! Make the question general like this)

Finding your first house is one of the most life changing things you will ever do. (It does not have to be a question to elicit an internal yes)

You'll want to look at several homes to compare and make a decision. (yes)

Would you like start looking? (Now the internal yes's are so habitual, they just say yes)

Our Brains LOVE Repetition



You'll Know the Moment...

This lack of homes to look at is only **temporary**. It may seem at first like you can't find the right fit...but **at that moment** when you walk into the right house...you'll get the feeling that you could make it a home for yourself...add your own touches, raise your family, entertain...create the life you want.

I would say look for the potential in every home and you will see the home you want **sooner rather than later**.

What happens **next** is up to you, but you will want to be ready to jump because the market is so competitive.

These are time transition words that glue a story together.

Time Transition Words

help move the story forward and
show the sequence of events

Beginning

First	In the beginning
Once	It started when
One time	First of all
To begin	Once upon a time
To start	One morning
Initially	One day

Middle

Then	After that
Next	Suddenly
Later	Before long
Second	Later that day
Also	Meanwhile
Soon	Unfortunately

End

Finally	In the end,
Last	Eventually
At last	To sum it up
	Last but not the least
	As a result

