



Wednesday Skills Call  
Call People you KNOW— YES, YOU CAN



Mike and Donna Stott  
Your Coaching Matters



# You all know some agent... or know OF some agent

- Who calls every day and makes a GREAT living....
- Who is RICH, not only in their income, but also prosperous in other ways
- Who is always smiling and seeing the “bright side” or the “silver lining”
- Who doesn’t let anything get them down for long
- Who seems to be a “natural” at talking with people on the phone



So... why aren't YOU that agent?



# Your may be asking...

- Is it even possible for ME to be that person?
- Do they have a talent... or a skill?
- What if I'm NOT a “natural?”
- *How much WORK would it take to BE that person who is prosperous... who sees the bright side and bounces back FAST from adversity... who makes a GREAT living by their own actions every day?*



We are here to tell you... **it's not that much work.** You just have to learn a few openings and a few closings for conversations... and practice them... and that's it. **YOU CAN DO IT.**





# CALLING

is the MOST *inexpensive*

and PREDICTABLE

method of finding Leads

YOU REALLY WANT



How many of you have Inbound Leads you Do Not want to work because they don't quite fit?

And why do you take them?

Because you don't have enough of your OWN LEADS!

Take CONTROL with OUTBOUND CALLING



## OUTBOUND CALLING allows you to:

- TARGET the AREA and PRICE RANGE you want to work.
- CONTROL the Number and Frequency of Leads you want coming in.
- DECIDE for your business what type of calling you want to do.



*“You’ll never change your life until you change something you do daily.”*

*The secret of your success is found in your daily routine.”*

**– John C. Maxwell**

Are you willing to call every day if it means you get to live the life you want?



**What if**  
**Every Conversation You Initiated**  
**was designed to create SO MUCH *curiosity***

**You got IN THE DOOR**  
**With an interested Owner, *WITH EASE***

**about selling or buying**  
***or simply connecting with you***  
**a Real Estate Professional**

***for the future.***

***How Could That Change Your Business  
Financial Life?***



**OUTBOUND CALLING IS A PROCESS OF  
PREDICTIBLE DUPLICATABLE  
ACTIONS**

**=**

**CONSISTENT PREDICTIBLE  
RESULTS**

**=**

**CONSISTENT and PREDICTIBLE  
DUBLICATABLE  
INCOME - \$\$\$**



Do you want more business than you are getting now?

**Good then Either**

**A. Get better at WHO you call and  
what you SAY**

OR

**B. Double, triple, quadruple,  
quintuple your # of attempts**

Which is better for you?



# The #1 Secret Come from a Spirit of Contribution to Build almost Immediate Trust

Make your CLEAR purpose to BUILD RELATIONSHIPS ... rather than looking for that needle in a haystack to find a “come-list-me or come-sell-me today” connection. That is NOT what WE look for in calling.

*(Note: It IS what we look for in Lead Follow-Up)*

Yes, you will get a few “come list me calls”, AND... **MOSTLY** you get an opportunity ***to find people whom you would LOVE to serve ...*** after building relationship with them over time.



You may be saying....

I don't want to bother people.

Answer: *You won't.*

***You CAN DISCOVER:***

***How to get VERY CLEAR, VERY FAST so if this is a person who doesn't want to talk, **they get an EASY out** during which they are NOT upset, but just experienced a quick professional business call.***

***By using language that lets them "OFF THE HOOK" in their minds QUICKLY.... with the words following that NATURALLY lead to a simple conversation... if they do want to talk. Get the no out of the way fast... No, don't want to sell my house. Great! Glad you are happy there!***



There is a learning curve.  
Confidence is the KEY that  
unlocks ALL the rest.

*“Wax on. Wax off”*

***THIS is what practicing your  
Openings and Closings is all about.***



# Today's Script is Calling Past Clients and Centers of Influence

Watch for (slight pause) (longer pause) (do-not-pause)

**BOLD or Italicize Bold** emphasizing certain words *drawing* them out a bit

Start: *Hey/Hi... Is this Karena* (downswing takes control) – Yes.

Then: *Hi* (their name) - *This is* (your name), you know.... **your Realtor** calling from (your company) – (don't slow down ) - *I was just calling to check in on you and the house* (with a smile in your voice and think “they are SO happy to hear from me!”)

– *let them answer – they likely say something like Oh, the house is fine. (In their mind they think: Great! Off the hook, whoop!)*



# Calling Past Clients and Centers of Influence

If it's **not** an enthusiastic reply say:

*I want to Thank You for taking my call... I've been thinking about you.*

**Attempt conversation about something you saw on their social media or something about their area... I listed/sold/have a buyer in the area... OR go right to:**

*So how are things going at the house... do you still LOVE it?*

**BASED ON THE ANSWER - Try to get in the “middle conversation” between your opening and closing script.**



# Calling Past Clients and Centers of Influence

**BUILD CONNECTION/RAPPORT - or if they aren't very responsive... or you just need a "where to go next":**

Next: *Do you know how long you guys have been in that house?*

*You've owned it now for X years now! (slight pause) Did you realize that?*

*How is it still working for you and the family I want to be sure it's still \_\_\_\_\_ (working for you/ good for you and Joe/good for the family, filling all your needs, etc.)*

***If you had to pick...** Would you say you need more home... or less home... than you have.... at this point in your life? – let them answer*



# Calling Past Clients and Centers of Influence

Next: If they hesitate you want to ask the question in another way... using a *soft voice*:

*Are there any parts of the home... (slight pause) or the AREA... (slight pause)... that are NOT working for you? (slight pause) -- I want to help if that's the case...*

**- let them answer.**

**BASED ON THE ANSWER - Try to get in the “middle conversation.” Is it time to offer a CMA appointment? A refinancing appointment? A let's get together and talk about your OPTIONS appointment?**



# Calling Past Clients and Centers of Influence

Next ONLY if you need more: Go to FORD:

**FAMILY** - *How's the family doing?* **Follow-Up Questions**

**OCCUPATION** - *How is work going?* **Follow-Up Questions**

**RECREATION** - *So what are you all doing for fun lately?* **Follow-Up Questions**

**DREAMS** - *You know... I was wondering... in your wildest dreams or if you won the lottery, where would you be moving next?*

**Follow-Up ?'s**

*Include questions about WHY that would be fun/important.*

**THEN: Based on the conversation**

***\*\*THINK: Is it time to offer an appointment?***



# Calling Past Clients and Centers of Influence

## END of this type of call:

*I truly appreciate your time and want to be SURE you know you can call me with any real estate questions like:*

*Can you help my friend family member to \_\_\_\_\_ How much is that house over on \_\_\_\_\_*

*Do you know a roofer/electrician/vendor? Title/ownership Questions*

*Should I consider refinancing? How much IS my house worth, I'm just curious?*

*What are the TOP improvements I can make to add value to my house?*

**Finally: Make SOME “Promise” and schedule delivery of that Promise in your CRM or Calendar so you are SURE to keep it.**

**A promise kept is TRUST BUILT.**

*I will call again \_\_\_\_\_ Give timeframe or better yet **exactly when.***



# Take some Practice Time

Look at your script. Practice all of the script with a partner answering kindly.

Practice how you want it to go.



# 5 Secrets to Success in Calling

1. **TO THE POINT:** Use a SHORT script 100% of the time to start & end EVERY conversation.
2. **PRACTICE:** Know what you are saying SO WELL that when you get off script (*You will 99% of the time because... lol... they don't know the script!*) you can pick it back up again at the RIGHT instant every time.
3. **KNOW WHAT THEY WILL SAY... most of the time:** Have the right response... the one they are not expecting and the one that makes it OK to stay on the phone with you. *"I'm off the hook... we're just chatting... it's interesting...this person is pleasant."*
4. **IF THEY they don't answer or they hang up:** Don't worry – **They've disqualified themselves** from talking to you today, that is all that means. Remember: We make Sellers more money. We represent them and create ease. They really do NEED US.
5. **KEY:** ONLY CALL who you WANT and WHERE you want business. Only call Owners unless you are targeting tenants for a reason.



# Finally...Remember: ON EACH CALL there are 5 Possible Outcomes

Note: All except the NO's can  
get a thank you follow up  
note in the mail after the call

**N - NO.** They are a no. You disqualify them from talking to you again. They disqualify themselves from working with you. Great. Done. No next follow-up date in your DB for THEM!

**Y - YES.** They agree to a listing appointment. Great. It's what you are looking for! Get prepared and present with pizazz.

**M - MAYBE.** They agree to a CMA or Mortgage Review but may not be interested in selling now. NOTE: Call SEVERAL times before the appointment to build rapport. Study before you go. GO.... And then Decide if they belong in your follow up, or not.

**RG - REFERRAL GIVEN.** They don't want to see you now ... but they know someone else who would... and they GIVE you a Referral to reach out to. Great! They AND the person they referred BOTH go in the database!

## **MOST COMMON:**

**ROA - REACH OUT AGAIN.** Not Now. You had a nice conversation. They fit your minimum standards. Put in the database and follow up. 80% will work with you or refer you after the 5<sup>th</sup>-12<sup>th</sup> Contact.