MASTER THE ART OF COLD CALLING

Basic Techniques

- **Preparation - self, environment, knowledge, and who you represent**
- **Introduction - key phrases explaining and positioning yourself and your purpose**
- **Questioning - help, facilitate and enable rather than assume, sell and push**
- **Objectivity - the mark of an advisor - do not sell**
- **Listen and interpret - do not sell**
- **Inform and educate - do not sell**
- **Involve and coordinate - do not sell**
- **Keep in touch - keep notes and keep informed - keep ultimate ownership (by now you will probably be selling)**

The 5 Point Call Reluctance FIX

- Start with the people who have the need for a Real Estate person/services NOW
- Be Positive/Confident about your Company's Products and Service Offering
- Visualise each call ending in Success. Start with a Positive Outlook.
- Have a "Mental Rehearsal" and prepare yourself for possible objections. Keep your script close-by
- **RELAX!!** And now make that Call

5 "SECRETS" to Successful Cold Calling

Secret No 1

Clearly Identify yourself and your Company

Give your voice authority and energy

Secret no 2

State the reason for the Call and ask them a quick qualifying Question that engages Conversation

EG – I send out a Quarterly Newsletter regarding Important Real Estate Matters. May I add you to my e mailing list?

Secret no 3

State the BENEFIT of your Service Offering- "Value Add"

Secret no 4

Understand the possible "Objections" and be able to side-step them. Use a script but deliver it in a practiced relaxed manner.

Secret no 5

Ask for the Business/Referral- E.g. Do you or anyone you know have a need for my Services now or in the near future

- **Impart Information by making a Positive Statement!**
- Hi. It's Michelle from Properties in Table view and I just wanted to share with you the Good News announced this week that the Reserve Bank has kept Home Loan Interest rates the same.
- Hi. Its Michelle from Properties in Table view and we are giving away a Car.
- Hi. Its Michelle from Table view and I would like to know if you received my Fridge Calendar I inserted into your Post Box. Do you have any Real Estate questions?
- Hi. Its Michelle from Properties in Table view and I would like to invite you to our Community Event this coming Saturday.
- Hi. Its Michelle from Properties in Table view and I would like to keep you updated/informed on important matters relating to the Property Market/Community

Expired Listing Scripts

- SCRIPT 1: "Hi, I'm looking for _____. This is John Smith with X Realty, and I'm calling because, your home has come up as an expired listing. So I'm calling to see if you are ready to Hire the right Agent to Sell your Home?
- SCRIPT 2: "Hi, I'm John Smith with X Realty, and I'm calling about the house that was listed in the multiple listing service that expired. If so, I'd love to share my marketing methods for getting homes sold quickly."
- SCRIPT 3: "Hi this is John Smith with X Realty, and I noticed that your listing is no longer active. I wanted to see if you are going to take this opportunity to interview a different agent.

We Are not Putting it Back on the Market

- 1. "Really? Well if it sold, where were you moving to?"
- 2. "How soon did you want to be there?"
- 3. "What do you think stopped it from selling?"
- 4. "If I were to introduce a strong buyer willing to put in an offer to purchase , would you at least take consider it?"
- 5. "Well that's exactly what I would like to talk to you about. What would be the best time for me to quickly drop by, 4:00 today or tomorrow?"

FSBO

- High Motivation or Low Motivation
- 4 D's – Death, Divorce , Departure , Debt
- Is this the Owner?
- May I ask where you are moving too?
- How soon do you need to Move?
- Do you have a follow up plan if you are not Successful in selling your Home?

FSBO Tip's

- Take a Drive past the property – Note stand out Features, Animals, Street Appeal ,Colour
- Make it a Personal Call
- Leave a Pre-Package at the Door / Post Box
- Follow up with a Call the following day – MAKE SURE to comment on a Feature (By the way your garden is immaculate)
- Starts the Dialogue
- Drop a Thank You Card
- Send your Electronic Business Card

Past Clients Scripts

- ***Hi _____ , it's John Smith with X Realty. I'm just calling as a customer service to check in with you to see how you're doing in your new home. How has your new home been treating you?*** (Remember that the key is to continue to ask questions to uncover a need that you can help with.)

-Have you already or plan on doing any work or improvements to it in the future?

Would you like the contact information of some professionals that I trust that could help you get that done at a reasonable cost?

Great? Is there anyone you know looking to move in the near future?

Neglected Past Clients

- ***Hi _____, this is John Smith at X Realty, how have you been?*** (Wait for response) . ***I'm the agent that sold you your home (only if they don't remember) and forgive me for not calling for so long. I am updating my client database system and I just wanted to touch base and see how everything is going. So how is everything?"***
- ***"Great! Since we're in the process of trying to update our databases and do better at staying in communication, is it okay if I keep you in our database, mail to you and touch base every now and then?"***
- ***"Thank you! I apologize for not following up and staying in better touch with you, and if there is anything I can do to be of service in the future please let me know?"***

Other Subjects

- ***Hi! I'm John Smith with X Realty, and we're trying to find a buyer for your neighbour's home. Who do you know that would like to move into the area?"*** Obtain the contact information of any lead they may give you, and otherwise proceed with the script below . . .
- ***"While we're here, when do you plan on moving?"*** If they plan to move in less than a year, proceed with the script . . .
- ***"How long have you lived in this home?"***
- ***"Where did you move from?"***
- ***"If you were going to move, where would you move to?"***
- ***"Would you like to know what your home is currently worth? Can I*** set an appointment to view your Home?
- ***Hi, I'm John Smith with X Realty, I was calling to let you know that (5) homes have sold in your area in the last (30) days, and (3) of those sold at or above the marketed price! Did you know this?"*** Answer: *"No"*.
- ***"We know that when homes sell that fast, typically 2 or 3 more homes in the same neighbourhood sell right away. So I wondered if you plan on moving in the near future?"*** Answer: *"No plans".*
- ***"Great! How long have you lived in your home?"*** Answer: *"5 years"*.
- ***So if you were to move, where would you move next?"*** Answer: *"To retire at West Coast".*
- ***"Exciting! And when would that most likely be?"***
- **Depending on the Answer Diarise to keep in touch and add them to your data Base**

Existing Clients

- "You have been fantastic to work with, and I find that people typically hang around similar people. I would love to work with more people like you, so do you know anyone looking to move in the near future?"
- "Because you are in the process of moving right now, you will overhear a lot of conversations from different people looking to move when you are out and about. When you do, would you mind giving them my phone number and ask them to call me?"

Clients whom you pay for a Service

- ***Hi _____, this is John Smith at X Realty, how have you been? This is a quick call about business. I'm reaching out to remind you that I'm in real estate! I know that you are In contact with a lot of people on a Daily Basis. So can I ask you a* favour?"** (If yes . . .).
- ***"When you bump into these people, would you be willing to call me with their contact information?"*** (Pause and wait patiently for a response. Let silence do the heavy lifting here).
- ***"Thanks! Oh and since I've got you on the phone, do you happen to know anyone that is thinking about buying or selling a home right* now?** (After their response . . .) ***Thanks for all your help. I'll be in touch!"*** (NOTE: A follow up "Thank You" card can have a very positive impact).

END – Effort Never Dies

NO – Next Opportunity

FAIL – First Attempt in Learning

