

CALLING CAMPAIGN SCRIPTS

▶ Why are we calling our clients?

- To Book Listing Appointments

▶ Tips to book the appointment

- What's your availability like?
- Do you like mornings or afternoons
- I'm available... (be direct on your availability)
EX: "Great! How about Friday at 11am"

▶ Words to Remove from your Vocabulary

- **If** – Gives the customer a chance and it will be "No" They will never call you back.
- **When you get a chance** – They don't have to call you back because they did not get a chance
- **Stop By** – They don't have to see me. Just stop by
- **Let you know** – no appointment
- **Feel Free** – No sense of urgency – similar to stop by
- **My name is** – I never met you before
- **At your earliest convenience** – This could be never
- **Hope to see you soon** – No appointment, and no urgency

▶ Key Phone Techniques

Follow as a guideline when calling your customers (don't read a script)

- Introduce yourself (Name, agency, office)
- State your Goal (reason you are calling)
- Leverage key information, if appropriate. (Ex: homes selling in the area, new interest rates, etc.)
- Leave Contact Information (10 digit call-back number)

▶ Other Phone Tips

- Be Real!
- Be enthusiastic, have a smile in your voice
- Don't sound rehearsed, sound like you are talking with a friend
- Remind your client how you have helped them in the past
- Do your homework before contacting the client (check any notes you may have, any follow-ups, and market information)
- Know what you are talking about; learn all of the details before calling the client

