

Ricky's Message about Prospecting

If you look at the following phone script's you will see the beginning of each call is the same:

1. Identify the person you are talking to
2. Introduce yourself
3. Ask "how they are doing?"
4. Talk about the weather
5. Transition to the reason for your call

Take note of 2 things here in the intro of the phone call. #1. You don't HAVE to talk about the weather in part 4 of the intro. However, you have to break up the conversation with some non-real estate subject matter (you can talk about a recent or updated holiday, season, recent news, etc.). Become a master at breaking up the conversation here. If you ever get a coaching call with me, remind me to help you with this if you are struggling here. #2. The reason for your call after the transition will vary depending on what kind of prospect you are calling or what your message is at the time.

After you get to the transition and reason for your call/question, you are literally looking for them to say "NO". When you hear "NO", that should be music to your ears. A "NO" is your opportunity to create a lifelong relationship with this prospect, add them to your rotating weekly email reports and reap the benefits of representing them on all future real estate deals for the rest of your career. This is the secret to becoming a Diamond Agent. The number of relationships you accumulate over the life of your career will dictate the level of your success. Of course, you must go deep within these relationships.

When you hear "NO", this is the moment you ask them if they have an agent that you work with in the area.

"I understand. Well, let me ask you. Is there an agent in the area that you work with?"

Most will say they do not have an agent. This is when you say:

"Great. Well, one day you will want to buy or sell something in the area, and I would like the opportunity to work with you when that day comes. Would it be ok to stay in touch with you?"

Most will they, "Of course." You then reply, "Thank you. What is your email address?"

Get their email address and input them into your database receiving your weekly email market reports. Building this list of emails and being consistent with your report will be the catalyst to your career, among other things you find that work for you.

I don't care if you are dealing with expireds, FSBOs, cold calls, internet leads, sign calls, etc. It doesn't matter what group you are prospecting. Go full force, find the "NO"s and start the relationships. It is as easy as that. And, by using this method, you will run into plenty of "YES"s along the way.