

Zero to Diamond Farming Phone Script

{Ring, ring, ring} Hello?

-Hey! Mr./Mrs. _____?

-Hey, Mr./Mrs. _____, this is (your name) with (your company). {pause}

How are you today?

-That's good. Me too. Just enjoying this good weather outside. Isn't it gorgeous today?

{Pause and let them talk. Listen to what they say. Chances are high that you get into a conversation about the weather, back and forth. This will set the comfort level of the call. If it's raining, talk about how nasty it is today. Adjust your opening to what the current weather is doing.}

{When this part of the conversation is over, transition into the reason for your call}

-Well look, I don't want to take up too much of your time today, but I sent you a letter/postcard and I just wanted to make sure you received it.

{pause and listen}

-Ok, great. Well, (market info/comparable property just sold/listed/pending), and I didn't know if there was anything I could do for you?

{pause and listen. Take the conversation form there. See if you can get them talking about anything. Real estate, politics, fishing, sports, etc. Try to connect}

{At the end of the call. Use this line to begin a relationship with them.}

-Well, if you don't mind Mr./Mrs. _____, I would like to stay in touch with you about the market in case you ever decide to buy or sell anything. Would that be ok?

{98% of the time, if you made it this far in the conversation, they are very open to you staying in touch with them. From there, they will receive mail and phone calls. They will begin to realize that you are for real and see you as the dominate agent that you are.}

{If you feel confident enough by the end of the call, ask for their email address and tell them you will keep them informed of the market via email. Don't ask for it unless you feel confident. You will have future opportunities to ask for the email address. It may take a few calls and mailings for them to trust you enough.}