

Zero to Diamond Internet Lead 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 got your message from (website you got the lead from) about (the property they inquired about) and wanted to follow up with you. How can I help you with this property?

{pause and listen}

{The conversation can go many different directions from here. Just listen to them and find out what they are trying to accomplish. Help them in any way you can. They may have immediate needs or they may just be looking for the future. Either way is fine. Begin the relationship and ut them in your database.}

{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.}

{You should already have their email address since they contacted you via the internet. Plug them into your market reports.}