

ZTD Circle Prospecting 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 (market information---"a house/condo was just listed in your neighborhood/complex" or "a house/condo just sold in your neighborhood/complex"), and I didn't know if there was anything I could do for you regarding buying or selling real estate at this time.

{pause and listen} If they say YES. Follow up and make a deal happen.
If they say NO, continue below...

-I gottcha. Well, is there an agent in the area that you would work with if you did buy or sell in the area?

If the answer is NO...

-Ok, well one day you will want to buy or sell, and I would like the opportunity to work with you when that day comes. Would it be ok if we stayed in touch?

They will say YES...

-Great! What is your email address?

If they say they have an agent, that's fine. Tell them that they are in good hands and if there is ever anything I can do for you, please let me know and have a great day. Just let them go. You gave it a good try.

If they won't give you their email address the first time you ask, tell them that you understand but you won't be spamming them with anything crazy. You just want the opportunity to stay in touch. Normally that will do the trick to get the email address. If not, its ok, keep making calls.