ZTD Circle Prospecting/GEO LEAD 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. And, it doesn't have to be about the weather. Just something non-real estate related like "How was your Christmas?" or "Getting ready for Thanksgiving?"}

{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 today.

{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 anything in the future?

If the answer is NO…

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

They will say YES…

-Great! Is this your cell number? Great! What's a good email address for you?

If they say they have an agent, that's fine. Tell them that they are in good hands and if there is ever anything you can do for them, to please let you know and have a great day.

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 and use their cell number to text info using my mass texting platform (see lesson in the course)