

# ZTD Sphere of Influence Script

{Ring, ring, ring} Hello?

-Hey! Mr./Mrs. \_\_\_\_\_?

-Hey, Mr./Mrs. \_\_\_\_\_, this is (your name). {pause. They know you already. This is a friend of family member. You don't have to announce company name yet.}

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 I got my real estate license and have been doing very well with it. I wanted to see if there was anything in the world I could do for you?

{pause and listen}

**{Our goal here is to let them know we are in real estate, find out if we can help them at this time, find out if they already have an agent they would work with and collect their cell number/email address.}**

-Is there an agent you would work with?

-What's a good email/cell number for you?

-Great, if there is anything I can ever do for you, I would appreciate the opportunity.

{Of course, these are people you know so you will already have a connection with them and may chit chat about any old thing you may have in common and so forth. Just let the conversation naturally progress and plant seeds for future deals and referrals}

-Who do you know that may be looking to buy or sell?

{This is a good question. It doesn't give them an option to say yes or no. When you ask "who do you know" this makes their brain start trying to think of names of people that may be looking to buy or sell.}

{Enjoy the time you have with your sphere and catch up on old times. Keep your relationships at a high level and make sure you know what their real estate goals are and have a plan in place to help them.}