

Session 5: Telephone Strategies

Reader's Clarification

As I am sure you will agree, the spoken word varies from the written word in that it is less structured. We have not made the types of grammatical changes you may normally expect because we feel that the word-for-word translation would be the most effective way to hone the techniques and will be less confusing than reading different words than you hear Tom say on the video.

The most critical tool for your success in real estate is the telephone.

1. Advertising is necessary to be competitive in today's marketplace.
2. The most wasted dollar spent by brokers is _____.

Your success and your broker's success is in direct proportion to the number of ad calls that you receive and the number of people that you get into the office, then into your car and in to see the property.

A.I.D.A. Formula

1. Attention:
2. Interest:
3. Desire:
4. Action:

Average salespeople try to sell the property over the telephone.

The tougher the people are over the phone, the more qualified they probably are.

Three Goals of a Professional

1. Get their name before you give any information.
2. Get their phone number.
3. Set an appointment.

Preparation Prior to Answering the Phone

1. You must know every property advertised.
 - a. Place all of your listings on the Hot Sheet.
2. Cut out ads and paste them on 3 x 5 cards.
3. Pick out 5 of your favorite homes.
4. Have a 3 x 5 prospect card ready.

Role Play: Wrong Way To Handle An Ad Call

Steps For Properly Handling An Ad Call

Step #1: Answer Enthusiastically.

Step #2: Acknowledge their interest in the ad.

Step #3: Place on hold; (never more than 17 seconds).

Step #4: Close for their name.

Step #5: Ask what appealed to them in the ad.

Step #6: Answer every question with a question.

Step #7: Set an appointment.

- a. Get them to your office.
- b. Meet them at a neutral location.

Role Play: Proper Way To Handle An Ad Call

Salesperson: Tom Hopkins and Associates, how may I help you?

Caller: Yes, I noticed an ad in the paper, Touch of Heaven.

Salesperson: Oh, yes sir, that's one of the finest homes in our inventory. May I place you on hold while I see if it's still available?

Caller: O.K.

Salesperson: By the way, do you have a pen and paper available for all the details?

Caller: Yes, I do.

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Salesperson: Wonderful. I'll be right back, thank you. (Place caller on hold). Thank you for waiting, sir, my name is Tom Hopkins. May I ask who's calling please?

Caller: Well, I'd rather not give out my name on the phone if you don't mind.

Salesperson: Fine sir, can you tell me what appealed to you in the ad?

Caller: It looked pretty good. Do you mind if I ask you a few questions?

Salesperson: Not at all, please do.

Caller: Will they go G.I. on this home?

Salesperson: Well, sir, most of our properties are rather flexible as to financing. What years were you in the service?

Caller: 70 to 74.

Salesperson: Fine, then you're probably eligible for G.I. financing. Sir, I'm available to show it to you this morning or would later this afternoon be better for you?

Caller: Tell me, does it have a large lot?

Salesperson: Were you and the family looking for a home with a large lot?

Caller: Yes, but not too large because I don't want to have to do too much work in the yard.

Salesperson: I see. Based on the size of the lots in the area, it is an average size lot, sir. Would you like me to pick you up at your home to see the property, or would you rather just stop by my office?

Caller: Well, tell me, what about the down payment? What kind of down payment are they looking for?

Salesperson: Well, initial investments are flexible depending upon financing. About how much of your savings or equity in your home, if you own one now, would you like to invest?

Caller: Well, if we find the right home, the down payment really isn't a problem.

Salesperson: That's great. That sounds fine. They're asking a minimum initial investment of 10%, so that would be feasible. Sir, I have some openings this afternoon, what time would be convenient to inspect the property?

Caller: Well, I'll tell you. Why don't you just give me the address and then my wife and I will drive by this afternoon and if we like it, we'll give you a call later, O.K.?

Salesperson: Well, I'd be happy to give you the address. However, one of the conditions in our agreement with the sellers is that we escort prospects by the property. I can do that this morning or would this afternoon be better?

Caller: Well, listen, I can save us both a lot of time if we just drive by. We'll take a look at it and if it looks like something we'd be interested in, I'll give you a call this afternoon. How about that?

Salesperson: Well, I think I know a way of not invalidating our agreement with the seller. Why don't I call and see if they'll give permission to give out the address and if they don't mind, I don't. At what number could I call you back?

Caller: No, that's O.K.

Salesperson: Better yet, here's an idea for you. There's a shopping center just about a half mile from the property, you might just meet me there and then you could follow me. How does that sound?

Caller: I don't know, Mr. Hopkins. What neighborhood is the house in?

Salesperson: Well, it's in the Cedar Springs area. Are you familiar with this area?

Caller: Yes.

Salesperson: Is this one that you might consider if it's an excellent value?

Caller: Well, yes. As a matter of fact, we might be in that neighborhood this afternoon but just don't know what time. If we could drive by it when we're over there, we could talk later.

Salesperson: Well, you know our market has been so solid these last few months. I'll tell you, I really think it would be a good idea, (because of the value) for you not only to see the outside but to see the interior and all of the improvements — and it does have a lovely back yard. You know, my office is close to the property. You could swing in here, I could grab the key, and you could follow me there. I could show you all amenities. I could do that at around 1:00 or do you think 3:00 would be better?

Caller: Well, could you hold on for a second? (He consults with his wife.) Mr. Hopkins, how about 3:00?

Salesperson: Please write this address down. It's _____.
And again, my name is Tom Hopkins and what is your last name so I can tell the secretary who is expected?

Caller: My name is Davis.

Salesperson: Now, Mr. Davis, as you know we're in a rather good market right now and right now it's 10:00. If, let's say, the property would happen to sell between 10:00 and 3:00, I'd like to let you know so you wouldn't waste your time. What number could I call you if that happens?

Caller: It's 555-7827.

Salesperson: O.K., Mr. Davis, to save you some time could I ask you a couple of questions?

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Caller: O.K.

Salesperson: About how long did you say you were looking for a home?

Caller: We've been looking for about two and a half months now.

Salesperson: I see.

Caller: We're renting right now.

Salesperson: Oh, you are renting right now. So you and the family are looking forward to getting out of renting and into your own home?

Caller: I think we're ready.

Salesperson: How many are in your family?

Caller: It's me and my wife and we have a six-year-old son.

Salesperson: Oh great. I'm going to be ready to meet you folks at 3:00 and I so appreciate your calling, sir. I'll be here and we'll have an enjoyable time inspecting this home. I'll see you at 3:00.

Other Uses For the Phone

1. Sign Call

Phraseology:

Fine, as you know, we have many properties for sale in that area; can you pinpoint it by giving the exact street address?

(response)

If you'll wait there; where are you right now? Where are you calling from?

(response)

If you'll wait just 10 minutes, I'll be right there with the file and all the details.

(response)

Do you live in the area?

(response)

You know, Mr. and Mrs. Johnson, we have a service where we will give a client a Comparable Market Analysis which is nothing more than a computer printout of all the properties that have sold in the area. There's no obligation for this. Because your home is in my service area, why don't I just pop by this evening at 7:00 or would 8:00 be better and I'll drop it off.

2. Expired Listings (Out calls means that time has run out on a listing.)

Phraseology:

Good morning, sir, my name is Tom Hopkins with Tom Hopkins and Associates. I noticed your home has been removed from the market. I was wondering if you knew what was wrong with it and why it didn't sell?

Answer: I've been pretty uptight with real estate agents and I'd rather not even talk to you.

Salesperson: Sir, are you still interested in selling it for cash?

Answer: Well, sure!

Salesperson: Fine, sir, because your home is in my service area, if I have a buyer that I can't find a home for, could I send them directly to you with no commission charge?

Answer: Well, I might be interested.

Salesperson: After the service you received, I would not come over there and ask you to list your home with me unless I could prove that I could do a job for you. Could I just make a personal inspection?

Just Get An Appointment With A Qualified Decision Maker.

Note: Your voice creates an image of your company!

You have an obligation to your fellow salespeople to take good messages!

Return your calls immediately!

If you learn the phraseology and get an appointment with a qualified decision-maker, the phone can make you rich!!

