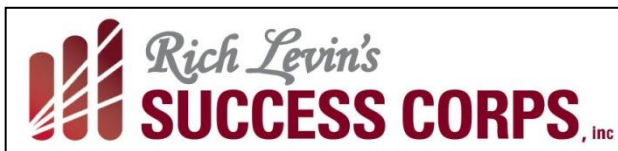


S.o.S Sphere on Steroids Scripts



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Recent Client Calls

These calls may generate more business than any other activity. Combined with smart, consistent marketing these calls may become your most dependable source of business.

Recent Client Script (an Assistant can do this)

The key here is to simply make the calls. This call within a week after closing is an appropriate part of good service. In fact, not making the call is inappropriate and insensitive. This contact offers you the opportunity stay in touch. Staying in touch motivates the client to become a referral source.

Ideally you will keep notes on each call so you can refer to the notes on future calls.

“Hi, how are you?” (They respond.)

Just checking in, how is the house?” (They respond. If you have the resources offer to refer any vendors that may be of value to them. Be careful to only recommend vendors in whom you have absolute confidence.)

“How is (spouse, children, work, whatever is relevant based on your knowledge of them)

(Listen. Laugh. Be sincere. Share yourself in a healthy positive way.)

(Remember, this is someone who probably already likes and trusts you.)

“May I ask you a business question?”

“If you came across somebody thinking of buying or selling, would you be comfortable calling me with the referral.” (They answer, yes)

(If you want to soften it further. ***“If at any time you came across somebody thinking of buying or selling, would you be comfortable referring me to them? I am not asking if know anyone now, but if you somebody did mention that they were buying or selling would you feel comfortable referring them to me.”***)

“Great, you know I buy nice gifts and I have a lot of fun with the people who call me with referrals. I consider them a part of what I call my Referral Community.”

“And if I may have already mentioned that I have a Client Party each year in October. We’ll probably speak before then, but I would love you to be there if you can.”

“Oh, and I have this ongoing referral contest. Everyone that does call me with a referral during the year, as well as sending thank you gifts, I put their names in hat, so to speak, and I pick a winner each month and a grand prize each year. This year’s grand prize is...”

“Anyway, if the opportunity arises to call me with a referral, please do.”

But, I won’t belabor the point when I call to check in. It’s just good to be in touch.

Then, send a note with a couple (referral cards), a small gift, a reminder about your Client Party date and referral contest; and information on your dependable vendors, etc. And a note that might say, *“Thank you again and here’s a small token of my appreciation of your confidence in me to take good care of people you refer.”*

Sphere of Influence Scripts

These are initial calls to people that are in your Spheres of Influence but you have not done business with them and they have not sent you referrals. After you make each call you will decide to call them regularly and prompt yourself on your calendar; or not.

Ideally you will keep notes on each call so you can refer to the notes on future calls.

Sphere of Influence Script 1 (an Assistant cannot do this)

“Hi, how are you?” “This is a part business and part personal call. So, if you don’t mind, let me get the business part out of the way first, ok?”

“I’m working with a business coach. It’s really interesting. He had me analyze where my business comes from. And ___% comes from people like you who know me. Then he asked me what I do to both remind and reward these people for supporting me. And I recognized that I was not doing a very good job at that.”

“So, I am gathering latest Real Estate market information for our area and anything that may be of interest or value to you and send it every once in a while.”

“I’m also, planning an annual Client & Friends party in October and I’d love for you guys to put that on your calendar. I’m starting a referral contest and doing a bunch of things to make it a lot of fun and rewarding for people that call me with referrals.”

If you feel it is appropriate add the language marked **** a few lines down.

“That’s all. I just wanted to let you know you’re going to see a bit more of my business stuff. I hope you’ll find it valuable.

“On a personal note, how are you guys doing? How’s work... etc?”

“How is (spouse, children, whatever is relevant based on your knowledge of them) (Listen. Laugh. Be sincere. Share yourself in a healthy positive way.)

******* “May I ask, if you came across somebody thinking of buying or selling, would you be comfortable calling me with the referral.” (They answer, yes)***

(If you want to soften it further. “If at any time you came across somebody thinking of buying or selling, would you be comfortable referring me to them? I am not asking if know anyone now, but if you somebody did mention that they were buying or selling would you feel comfortable referring them to me.”)

“Great, you know I buy nice gifts and I have a lot of fun with the people who call me with referrals. I consider them a part of my Referral Community.”

“Anyway, if the opportunity arises to call me with a referral, please do.”

“But, I won’t belabor the point. It’s just good to be in touch.”

Continue as above with ***“On a personal note...”***

Then, send a note with a couple (referral cards), a small gift, a reminder about your Client Party date and referral contest; and information on your dependable vendors, etc.

Sphere of Influence Script 2 (A top Agent allowed me to share this with you.)

“In her own words...”

Speaking to your sphere is a significant part of taking your business to the level you deserve. If you do not presently earn a six-figure income, this will take you there. If you are already there, this creates unlimited possibilities.

“Hi, how are you? Bring me up to date on what's going on in your life?”

She then mentions whatever is common interest, ***“How is the house?”*** Or ***“What did you think of the minister's new idea on...?”*** or ***“Are you planning to play in the next tournament?”***

Because she has been sending them monthly marketing for years and said to me that...

‘They always ask about Real Estate. I am always super positive and I do ask for referrals most of the time. But if I haven’t spoken to them for a while or if I am not comfortable asking for referrals, I don't ask.’

‘Making these calls gives me a real boost each day. I look forward to the ones where there is or was problem because they end up being so appreciative that I have had the courage and character to face it with them.’

Sphere of Influence Script 3 (A top Agent allowed me to share this with you.)

“In his own words.....”

‘One person I just called was a buyer of about a year ago. He said he had to put a roof on the new house. His tone was not happy. So, I let him talk about it. I empathized by saying something like,’

“I'm real sorry. If I had seen any indication of that I would have alerted you to it when you bought it.” And, ***“Fortunately, those kind of unexpected major expenses don't happen too often. Whenever they do, it is too often.”***

‘The buyer told me he did not hold me responsible. It just frustrated him because he did not expect to have to spend money on a roof so soon.’

‘In nearly every situation, they just want to know you care about them, more than you care about your next sale. My call opened the door for me to be in touch and turn the Client into a referral source. If I hadn’t called I wouldn’t even have kept his as a Client.’

Sphere of Influence Script 4: End of Time Period Script

“I just called to say hi and thank you. I have had a great year* (week or month, if it is true). ***Most of my business comes from my friends and Clients like you. So, I made a promise to myself that when I had an extra moment or two* (or, throughout the year) ***I’d take the time to call, say thanks and see you guys are doing.”****

“How is/are _____?” (The house, kids, spouse, golf ... whatever you have in common or know about them that seems relevant)”

Sphere of Influence Script 5: After New Agent Announcement

"Hello (Name), this is."

"Do you remember who I am?" (If this is relevant, it is an easy ice breaker because either yes or no makes them laugh, relax, and feel comfortable.)

"Do you have a minute?"

"(Time frame e.g. In April) I sent you the announcement that I sell Real Estate. Do you remember getting that?"

"I'm not calling to see if you want to buy or sell. You don't, do you?"

"I didn't think so. There is so much in the news about Real Estate that more and more of my friends and (however you know them, e.g. people from the job) are asking me questions about how it affects them. So, I thought I'd call a bunch of people that I have some relationship with and just say that if you have any questions I am always reading and researching what is happening and how it affects us here in (the area)."

"Would you please feel free to call on me?"

(Then, if it is comfortable chat for a few minutes about what you know about them; anything that shows you know them and remember who they are.)

(If you feel confident in the relationship or you simply want to test it follow with this.)

"Can I ask you another question?"

"Do you have a Real Estate Agent that you feel really comfortable and confident calling to refer people to?"

Most people will say no to this. When they do you say the following.

"I'd love to earn your confidence and be the Real Estate Agent that you call to refer people to. Do you mind if I stay in touch from time to time? And by the way, I buy nice gifts."

When you get a positive response send a thank you note with a small gift, perhaps a five or ten dollar gift card to a coffee shop, bakery, car wash, or movie tickets etc. With a message like this, *"Thank you again and here's a small token of my appreciation of your confidence in me to take good care of people you refer."*

If you don't have the person's home address say the following.

"I send people a group of my friends and Clients an update about houses that have sold and market activity that they find interesting and sometimes valuable. It's a nice way for me to stay in touch. May I have your home address and I'll put you on my list. I think you'll appreciate the information. I try to make sure it is useful."

Then of course, the first thing you send them is the small gift as above.

Sphere of Influence Script 6

“Throughout the year as you come across people who are buying or selling Real Estate do you have a Real Estate Agent that you feel really comfortable and confident referring people to?”

Most people will say no to this. When they do you say the following.

“I’d love to earn your confidence and be the Real Estate Agent that you refer people to. Do you mind if I stay in touch from time to time? And by the way, I buy nice gifts.”

When you get a positive response send a thank you note with a small gift, perhaps a five or ten dollar gift card to a coffee shop, bakery, car wash, or movie tickets etc. With a message like this, *“Thank you again and here’s a small token of my appreciation of your confidence in me to take good care of people you refer.”*

If you don’t have the person’s home address say the following.

“I send people a group of my friends and Clients an update about houses that have sold and market activity that they find interesting and sometimes valuable. It’s a nice way for me to stay in touch. May I have your home address and I’ll put you on my list. I think you’ll appreciate the information. I try to make sure it is useful.”

Then of course, the first thing you send them is the small gift as above.

Sphere of Influence Script 7: Referral Contest

People usually want to help. Agent are often surprised at how warmly received this script is.

“Hi,”

“How are you?”

“I am calling for a business reason. So, let me get that out of the way first if you don’t mind.”

Option 1: ***“We are having a referral contest in our office. Each team has to get 10 referrals this week to win. So, if you don’t mind me asking, I was wondering if you know of any one that is interested in buying or selling or may even just be thinking about it?”***

(Either way) ***“Perfect! Thanks, so how are you guys? How’s work... etc?”***

“How is (spouse, children, whatever is relevant based on your knowledge of them) (Listen. Laugh. Be sincere. Share yourself in a healthy positive way.)

Birddog Script

A more proactive client says this when she is comfortable with the people.

“I need your help. It’s so competitive right now. I need an extra set of eyes and ears. If you’re comfortable and I never have to use your name would you keep your eyes open for me?”

Less Recent Client Call Scripts (within a year or so)

“Hi, I’ve let way too much time go by without being in touch. I’ve thought of you guys a dozen times and driven by your home. And I just didn’t want to let another moment go by without finally reaching out to say hi.”

Or, *“I was thinking of you. So, I thought I’d just make a quick call and say hi.”*

Or, *“I haven’t spoken with you in too long. And I’ve made a personal commitment to do it. I am actually putting a few names of people like you, friends and Clients in my calendar to call each day. So how are you?”*

Then, if the conversation doesn’t progress naturally, as questions such as

*“How has the house been for you?” “How are the kids and/or spouse?”
“How is your job going?” or “Still working at....?”*

(Whatever is relevant based on what you know about them)

Mention your Client party and tell them that you would love to see them there.

Mention your mailings or e-mails and ask if they find the information useful.

Then tell them that, *“I won’t let this much time go by again without being in touch.”* And ask if it would be ok if you stayed in touch.

They will be happy that you called. Clients can feel abandoned by their Real Estate Agent once the transaction is complete. With this initial call you have demonstrated that you are the person they got to know during the sale. This opens the door for you to eventually ask the “referral comfort” question (see immediately below) because the client feels good about you again.

“May I ask you a business question?”

“If at any time you came across somebody thinking of buying or selling, would you be comfortable referring me to them?”

If you want to soften it further. *“If at any time you came across somebody thinking of buying or selling, would you be comfortable referring me to them? I am not asking if know anyone now, but if you somebody did mention that they were buying or selling would you feel comfortable referring them to me.”*

Far Less Recent Client Call Scripts (over a year or many years)

Hi (Lead Name). This is (Agent Name) do you remember me?

One of two things is going to happen, both will “break the ice” and will make you and them comfortable with the call.

1. They Say No. So you respond with... *“I’m the Agent who sold you your house.”* They are going to be embarrassed, it will break the ice.
2. Most of the time they say Yes, of course they remember you. In which case, you’ve broken the ice.

Then Follow with the script from the top of this page.

Pregnant Pause Script

Occasionally when you ask, “... *would you feel comfortable calling me with the referral?*” there is a pregnant pause. \

It is likely because the person simply doesn't like to make referrals of any kind. When that occurs, be prepared to quickly make the person feel comfortable by saying, “*I know you will if you have the opportunity. So how is...*” (Ask a question about their work, house, family etc.)

If you suspect the pregnant pause is because they may not have confidence in you, then you might say, “**Is there anything that would have made our Real Estate transaction better for you?**” Then listen like crazy. Thank them for their openness. And decide to call them back or not based on how the rest of the conversation goes.

These Calls have 4 Steps

1. Greeting: Hi (their name). This is (your name)
(When you are mail to these people regularly they remember who you are.)
2. Refer to your area of common interest, hobby, sport, church, club, job, past client etc, Ask a relevant question regarding that area of common interest.. “*How's the house?*” “*Did you play this week?*” “*How's work?*”
3. The reason for the call; touch base, ask if they are comfortable referring you, thanking them for referral, checking in on a previous conversation, etc.
4. End with the same common ground as you mentioned earlier, “*Hope to see you in church on Sunday.*” “*If you have any other problems with the house, anything I can help with, please call me.*”

A Final Note

Eventually, you will find yourself becoming more comfortable asking for referrals. It becomes very natural. The most important thing is to begin to reach out.

Be careful and don't say you will get back to them in any given time frame or that you will do something for them unless you are absolutely going to do it.

You may not get much business on the spot. Sometimes you will. Often you get business in a few days or weeks. The amount increases every year. The calls are largely the reason for it.

This combination of effective personal marketing and personal contact backed up with quality service provides spectacular results in both your business and your life.