

Incoming Call Buyer Appointment Set

1. Greeting – STRONG GREETING:

“Good morning/aft/eve. This is NAME. How can I help you?”

2. Qualify Interest - What exactly do you want information on?

3. Qualify Existing Situation

Do you currently own? Have you bought before? What monthly payment are you looking for? What do you like most about this house you called on?

4. Reason to collect contact data:

"Hey I'd like to gather that information for you so I can send it to you so we can discuss it."

5. Number, Email, Last Name, First Name

6. Put on HOLD – “Hold Please” – SAY ONLY THESE WORDS

7. Offer Alternatives - to set up 8. (50% call on wrong house)

“So I have payment information on several properties that match what you're interested in. I'd like to get this information to you as soon as possible.

8. Sell Appointment:

"When can you be available, this afternoon or tonight?"

Not able to come to office – “No problem. Where are you now, I'll bring this info to you.” “I'm available X or Y, which is better for you?”

9. Sell your NAME

"Write this down...your name, number, company, website"

10. Reconfirm and Lock down next step (appt) and thank them.