

# **Outbound Call Script (Call #2) For All Lead Types**

## **Instructions For Using This Script:**

Use this simple 1 page script whenever calling back leads found off of classified sites or from your direct mail campaigns. Follow the steps below to maximize your results...

- 1) Print out the script and read it out loud a few times.
- 2) Modify the Word version of the script to better suite your speaking style without changing too much of the core of the script, (It has been tested and proven to convert just the way it is...limit your modifications if possible.)
- 3) Review the scripts blank spaces and fill in the information. This includes spending some time doing online research and due diligence on the subject property so you can effectively provide evidence as to why a price drop is justified.
- 4) Read your final personalized version out loud multiple times until you feel comfortable with it.
- 5) It's o.k. if the seller doesn't want to share information with you, or agree to an initial price drop. That just means you have to do a better job building rapport, creating urgency in solving their housing problem by agitating their issues, and overcoming objections to make the seller feel comfortable with you and your company.

## **FINAL TIPS:**

Remember...your goal with this second call is to continue moving the ball down the field...not to score a touchdown. It's important to position your higher authority as the main decision maker and align yourself on the side of the seller in the transaction. Together (*you and the seller*) are trying to come up with a solution that your business partner will feel o.k. with. You want to have the mentality that you have lots of potential deals working and the seller needs you more than you need them. You are the expert and you love what you do. Let them feel that through your tonality and conviction in being the best solution for them.

Also, be prepared for and welcome objections. Never make the seller wrong and use lot's of "active listening" when talking with the seller. If the seller says things like "I'm not interested in selling at a discount" respond with "that's great...now that we established that let me ask you a few more questions" and keep moving the ball down the field. Remember that most people wear "masks" to avoid showing their true intentions. It takes time to get them to take off their masks so go slow and ask lots of questions you know they will agree with. This second call should last around 5-15 minutes max.

Remember to NOT sound like you are reading from a script. Practice changing your tone until it sounds natural!

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Hey **homeowner's first name**...it's **your name** again from **your company** and I have some great news...(LOUDER) you got a few minutes to chat?

(EXCITED TONE) Great...well listen, after reviewing all the information you shared with me earlier with my business partner...**he / she** is still really interested in making you an all cash offer on the property. And that's great news because at the end-of-the-day my partner is the final decision maker on whether or not we move forward with the deal.

(SERIOUS TONE) But before I can get my partner fully on board...there was some more information **he / she** was requesting I get from you.

**Question #1** - First, can you tell me a little bit more about \_\_\_\_\_? (Property Details)

**Question #2** - Also, you mentioned \_\_\_\_\_, can you tell me more about that? (Repairs / Updating Details)

**PRICE DROP Question #3** – Now **homeowner's first name**, I remember you mentioned that you would like to get \$\_\_\_\_\_ for the property...and it's my goal to get you the highest and best price for your house...but I have to be honest with you. I am having a really hard time getting my partner on board with paying that much for this property.

Have you seen **comp #1 address**, which just sold for \_\_\_\_\_?

Or the property listed at **comp #2 address**, which is a close model match to your property and it's only selling for \_\_\_\_\_?

With the property needing \_\_\_\_\_ and the fact that houses in your neighborhood are taking at least \_\_\_\_\_ days to ever even get an offer, we are just a little scared to get stuck in a bad deal. Are you sure that \$\_\_\_\_\_ is really the lowest price you would be willing to accept here today if we paid you all cash and closed quickly? (DON'T SPEAK AGAIN UNTIL AFTER THEY DO).

**If They Drop** – (UNCERTAIN TONE) Hmmm...Well thank you for being flexible and I will run this by **partners first name** and get **his / her** thoughts. This may work for them.

**If They Don't Drop** – (CERTAIN TONE) Hmmm...well I have to be honest with you **homeowner's first name**. It's going to be tough for me to make you an offer at that high of a price considering all the other opportunities we are looking at right now. I'm not saying it will be impossible...and we're definitely not trying to get rich here, but I have some work to do to get my partner up to that price.

**Question #4** – I guess the best way I can get my partner onboard is to go over and see the property in person. I can get over there tomorrow afternoon...does **1: 00 p.m. or 3:00 p.m.** work better for you? \_\_\_\_\_

Thanks for sharing all that with me, and thanks for being so easy to work with. This information is really going to help me sharpen my pencil. (PAUSE TAKE DEEP BREATH) Well **homeowner's first name** it looks like I have everything I need to go back to my partner and get something in writing ...ohh...yeah...one last thing...also:

**IF THEY HAVE A MORTGAGE** - Earlier you mentioned that you have a mortgage on your property; can you confirm with me your estimated payoff?

**IF THEY OWN "FREE AND CLEAR"** – Earlier you mentioned that you own the property free and clear...have you ever considered accepting a higher price for the property in exchange for carrying back the paper?

*HUH? What do you mean?*

Well what I mean by that is my business partner and I may be willing to pay you a higher purchase price if we didn't have to outlay too much cash. So if you would be willing to act as our bank for a short period of time we may be able to get creative and at the end-of-the-day put more money in your pocket. Would that interest you?

Alright, awesome. Thanks again for all this info...let me go to work for you and see if I can't get a firm offer in your hands ASAP.