

# May 2024 UPDATED SCRIPTS FOR APPOINTMENT SETTERS

## SCRIPT 1

### 1.0 Real Estate: A COLD CALL LEADS

Hello (Customer First Name), (Wait for the response)

My name is \_\_\_\_\_ from Express AI

Just to confirm., You are a **real estate agent** right?

(Wait for response) GREAT!

I'm calling because we help 400+ real estate agents of **Ray White, LJ Hooker, YPA** and others to get **20+ listing** leads per month on a **guaranteed basis** using our **AI follow up system** (Small pause)

I wanted to see when you are free for a **zoom call** where we can show you the **EXACT ADS, LANDING PAGES** and **LIVE RESULTS** that **400 OTHER agents** are using to get **20+ listing leads guaranteed** every month (Pause) (Wait for response)

I am checking my Calendar here so...

When can I schedule you for a quick zoom call? (YES or NO)

**(Would you be available Monday or Tuesday), (Morning or Afternoon)**  
**(10:00 AM or 1:00 PM) which would you preferred?**

*(If they ask more things about what you do then we can say the following)*

Our proven **system generates 20+ listing leads** per month on a guaranteed basis along with an **AI follow up system**.

On the call we will show you our **AMAZING system** used by 400+ agents of **Ray White, YPA, LJ Hooker** and others. (Pause)

### **(WHAT WE DO)**

Our service is designed to enhance your online presence.

We make **attractive image & video ads promoting your brand on social media like Facebook, Instagram & Google** to **get your business name** in front of 20,000 local prospects per month & **BRAND** you in the local area **to increase your online visibility & customer inquiries**, along with a **One Page Website** called a **Landing Page** to qualify all the leads. (Pause)

We also include an **AI Based automated follow up system** to help nurture the leads AND **convert them into clients**.

*(Say this in confidence if a customer persistently asks the price if not don't mention it)*  
(All of this at a price starting at ONLY \$1,000 to \$1,500 a month).

**Based on results** that we have generated for **more than 400+ clients**

we can guarantee you a minimum of at **least 20+ listing leads every month.** (Pause)

Lets book a time to show you the exact process we use to get these results over a zoom call.

Are you in Sydney or Perth? Great!

(Recap schedule time)

I'll mark here in my calendar that you are available this coming **(DAY, DATE AND TIME)** correct?

Now (customer name)

I will be sending you a calendar invite, what's your email address?

(After the booking is done say the following)

Awesome so we are all booked in now for **(appointment date & time)**

to show you how we can help you get 20+ guaranteed leads every month.

I'll send you an email and SMS confirmation shortly.

(To ensure that they are a quality meeting, ask them the following questions

and ***put it in notes in xpress automations main account.***

(don't put this note while booking the appointment, but it would be after it's booked)

Before I let you go, Ill be asking you a few quick questions, Ill be very quick!

**Q1) How long have you been in the business?**

**Q2) By the way.. What would be a target number of listings that you would like in the next 12 months? Alright Great!**

**Q3) Now.. How do you get most of your clients? Did you get it from (Word of mouth, referral or social media)**

**Q4) Do you think you can achieve your goal using the current way to get leads or do you need a new and better system to get more online visibility and more inquiries? OK! so**

**Q5) What is your current team size? How many people work in your team?**

**Q6) What would interest you ? Voice Bot, Lead Generation, AI Software, Managing Social Media, or SEO**

**Q7) Lastly, If we are able to show you a system that can guarantee you your desired number of listings/Clients then how soon would you be looking to implement it? Great!**

Thanks for all the info.

We look forward to showing you our Guaranteed Marketing System on **(appointment date and time).**

I would request you to be in front of a computer for the meeting so you can see the presentation more clearly

and as our expert will be exclusively waiting for you on the zoom call,

for mutual professional respect of time kindly be available for your booked call or **let us know if there is any change.**

Alright Thanks, have an AMAZING day ahead.

**(What is Voice Bot) - Voice robot can call your entire database to get more seller appraisal leads, you can qualify your buyers by calling all of them and make sure that all your inbound and outbound communication, review generation and your referral lead generation can be managed using the AI voice bot )**

NOTE - **LISTING** lead means a person who wants to sell a house and hence they are called SELLER leads.

They are completely different from **BUYER leads** who want to buy a house. PLEASE UNDERSTAND THE DIFFERENCE.

## **May 2024 UPDATED SCRIPTS FOR APPOINTMENT SETTERS ANSWERS TO COMMON OBJECTIONS BY CLIENTS**

### **1.0 What's the conversion rate?**

#### **Answer this For REAL ESTATE and Mortgage**

The conversion of these leads into paying clients totally depends upon the ability of each agent. Some agents close 2 to 3 deals in a month but there are agents who can't even close 1 deal in 6 months. In most cases 70% of our clients get at least 1 listing in the first 3 months. and if you would like to know an average, like any online leads, the conversion rate can be around 3% to 5%. Lets book a zoom call to show you the exact results that our 400+ clients are getting right now.

#### **Answer this For Solar only**

The conversion of these leads into paying clients is very high as they are motivated buyers, especially nowadays as the electricity costs are skyrocketing with high inflation. but still the final conversion totally depends upon the ability of each solar sales agent. Some clients close 5 to 10 installations in a month but there are clients who get less. In most cases 70% of our clients get at least 3 - 5 installations completed in the first 1-2 months. and if you would like to know an average, like any online leads, the conversion rate can be around 15% - 20%.

### **2.0 Question**

This should be your reply to when clients ask you who you work for, give me some names of other franchises or agents or companies that you work for.

#### **Answer**

We work with more than 400 clients covering several boutique businesses and franchises.  
We work with agents from all biggest franchises in Australia and New Zealand like

- **Ray White**
- **McGrath**
- **Harcourts**
- **LJ Hooker**
- **RT Edgar**
- **Barfoot and Thompson**
- **361 Real estate and many more**
- **YPA**

(Wait for their reply)

If you want to know individual agents names then I do not have it as I am just an appointment setter.  
On the zoom call my expert will be able to show you all this in detail and also show the results of all our clients LIVE with the actual ads, landing page and real leads.

Kindly let me know when I can book a time for you this week?  
(if they still ask for more names then you can say this )

Can I connect you to an expert now, they will call you now and answer your queries, is that ok?

Then call any closer to help you complete the call and take it forward.

### **May 2024 UPDATED SCRIPTS FOR APPOINTMENT SETTER**

#### **1.0 What's the cost?**

We have different pricing options for different requirements, once you get on the zoom call and see the system we will be able to explain it in a better way and show you the plans that you can choose from. (If they insist on knowing the price right now only)— you can say, “it ranges from \$1,000 to \$1,500 per month with a guarantee of 20+ listing leads each month.” We don't sell leads, we are a marketing agency and don't charge per lead. We charge a monthly fee for our professional services

#### **2.0 What is the guarantee, will I get my money back if I don't get good leads? How does the guarantee work?**

We guarantee you the result and as we are working with more than 400 agents right now we are confident of delivering you the results. For any reason if we do not get you the promised leads then we will work for you for free in month 2 to get you the result. So you have nothing to lose.

#### **3.0 What is the quality of the lead, I don't want junk leads. I only want qualified leads.**

The quality of the leads is maintained in the process and that is exactly what we want to show you over the zoom call.

All leads complete a detailed survey where we ask them questions about their contact details, their property address, their intentions and reason for selling.

#### **And we also ask them the most important question, 'when are you planning to sell?'**

They can answer saying I want to sell now, or in 3 months or in 6 months. So you will know exactly what their intentions are for their property. Does this sound fair enough?

#### **Extra answer:**

(Customer) As you know there are more agents than houses that sell in your area. (say this jokingly)

So if all leads were ready to sell now then I should become a real estate agent myself.

There is no marketing agency that can give you only leads that are ALL READY TO SELL NOW, if someone says that means they are lying.

As we work with more than 400 agents we know that the leads are ALWAYS A MIXED BAG.

The agent needs to nurture them and convert them when they are ready to sell.

Our role is to brand you in the local area so you get a bigger share of the leads.

#### **4.0 If they say send me few free leads and I'll then think about it or pay you a commission if they sell with me**

We are an established brand helping more than 400 agents get 20+ listing leads every month, if we were a newbie start up then we would have done what you are saying but we have enough proof to show you over the zoom call that it will completely convince you about working with us.

Secondly, We are a marketing agency and we do not sell leads,

We sell you as a brand to your potential clients when they see you over a period of time and start trusting and believing in your services.

That's when they will work with you.

There are many agencies who sell random leads but they are never good as the client never applied to work with you in the first place. So our marketing brands you and then gets you the leads.

And that's why 400+ agents work with us with confidence. And I'll show you their actual results over the zoom call.

### **5.0 Give me reference of other agent**

Sure we will on the zoom call, in fact we will not only give you references we will show you actual results of these agents on the zoom call. When can I book you in?

### **6.0 Where are you located / based? Our office is in Sydney.** (Pause, if they ask for more info then say next)

Our address is 13 Alto Street, South Wentworthville, NSW 2145.. it's near Parramatta

### **8.0 I am very busy, I have too much work, I don't need any marketing.**

That's great to hear, as your business is growing, so now your **REPUTATION** would be critically important for you right? (Wait for answer)

Who manages your social media presence,

like promoting all your properties and your big win achievements on all social media platforms?

Who is telling every lead, client and contact on your database about your successes and achievements every month?

Who is remarketing and making sure that you are always present and become **a local celebrity in your local area** so that you never fall short of your listing targets?

That's what we want to help you build and strengthen using our **AI AUTOMATED TOOLS AND SYSTEMS.**

We don't only help you get leads but mainly we help you **save time**,

so you can manage these clients better,

automate your communication process and scale your business faster by relieving you from duties related to marketing and reputation management.

If you are free for just 30 mins then I can show you exactly how we are doing this for more than 400 businesses.

Lets book a zoom call to show you this.

### **If they are managing themselves then we can tell them**

- How much time do you spend on managing your social media?
- Wouldn't it be cheaper if you had someone else manage your social media and you spend more time on talking to clients and converting more listings?

### **If they say that some random office or admin staff is managing it for them then we can tell them**

- Are you sure that person is qualified to run and manage your socials in a dedicated manner
- I cannot see any engagement and viral content on any of your social platforms

- Most of our clients do much better when they have a PROFESSIONAL to manage their socials. wouldn't you agree.

### 8.0 So what do you exactly do, explain to me in short so I can understand I don't have time for a zoom call.

You can explain this: "We run your ads with your photos, videos and branding on Facebook, Instagram and Google to attract home owners who want to sell their property. We take them to a landing page to complete a detailed survey to get them qualified and when they submit their details, we immediately email you their details to take the ball forward. As this system uses an **AI BASED** automated follow up system it guarantees a minimum of 20 listing leads every month.

Also, To be upfront some leads will want to sell, some will be just looking to get a price update. So it will be a mixed bag, all that we need to get are a few golden nuggets who want to sell. And you know that they are all worth \$10,000 to \$20,000 or even more in commissions

I can have my manager call you and discuss it right now?

### 9.0 Please just send me an email. I'll go through it

I can definitely send you an email, but an email won't be able to carry all the info that I want to show you. It will just be another unopened email sitting in your inbox which won't be able to show you all the ads, landing pages and REAL LIVE Results of 400+ clients, this will be better explained over a zoom call, hence i suggest if we can actually do a zoom call to explain all this to you. I can guarantee you will learn something new and important for your business.

(if they still only want an email then take their email and send them the proposal and get a call back time to circle back on this point)

### 10.0 Are you guys a scam, I don't feel comfortable, I don't trust you?

Yes (first.name), I totally understand and respect your reservations. Nowadays there are a lot of online scams happening and it's good to be alert and cautious. Be rest assured we are a local Aussie company based in Sydney, we are **registered for GST** and have a **long standing ABN** and you can see our testimonials and client results online on our google page, YouTude And Facebook. We have more than 400 clients just like you and we help them grow their business using digital marketing and our AI Software. I will be more than happy to show you the results over our zoom call.

### 11.0 Where did you get my number from?

Our company researches many successful (XX industry type) businesses in the local area and they would have found your details online on Google and other online directories. If they ask too much then you can say I am just an appointment setter and I do not have that information right now.

### 13.0 If someone replies to our cold SMS and says yes send me leads for free, or what's the cost then you can say this

We are a marketing agency and we do your marketing in your local area first to get you the 20+ guaranteed leads every month. I can generate leads for you but first I need to understand your current situation, visualize your goals and find gaps if any and see if we can possibly solve your problem. For this we suggest that we set up a free zoom call.

The costing will also depend upon your situation and requirements, can we please schedule a zoom call where my experts explain all this to you in detail. i am sure it will add value to your business growth and you'll be able to learn something new in our meeting.

**14.0 If You do not know an answer to anything or asked a question that is very vague then use this TRUMP CARD ANSWER**

I am just an appointment setter in the team, I do not have an answer to that question. Would you like my expert or manager to call you now and discuss this further or else we can book a call and our expert will be able to answer all of this over the Zoom call.