

Effective Phone Dialogue

The key to effective phone dialogue is to sound positive and upbeat when answering. Remember, your first obligation is to provide the caller with the information they are seeking. Your second goal is identify the buyer's motivation and time-frame.

Providing Information

When answering caller questions, always follow your answer with a relevant question of your own. This keeps the potential buyer engaged in conversation and you in control.

Example:

Caller: "I'm calling about the listing on 123 Easy Street."

You: "Yes, that's a great property, what would you like to know?"

Caller: "How much are they asking for the home?"

You: "The list price is \$150,000. Does that fit your price range?"

Caller: "Yes. How many bedrooms does it have?"

You: "That home actually has 4 bedrooms. Are you looking for a 4 bedroom home?"

Caller: "No, we only need 3 bedrooms."

If the home meets 3 of the callers needs, offer to show them the property.

Pro-Tip: Keep re-engaging until you hear "No".

Identifying the Caller

Once you hear “No, that doesn’t fit my needs”, ask:

You: “How long have you been in the market for a new home?”

If they give you any answer that’s not a “We’re NOT in the market”, then ask the next question:

You: “Then how are you going about finding your perfect home?”

If they imply that they are **not using a process** then:

You: “Would you like to use a proactive process that will assure you get the home you want and more importantly get the home for the best possible price the market will bear?”

Caller: “Yes!”

You: “Since you are going to be investing a huge sum of money, we want to be proactive in the marketplace. Therefore, I recommend we first meet for an hour so I can uncover exactly what you need in your next home, make sure that home falls well within your financial parameters and then thoroughly discuss the roles and expectations that we have of one

another in a successful working relationship. Does that sound like an approach that can benefit you?”

You: “I have tomorrow @2pm available, does that work for you?”