

Door knocking Script

Standard "Bill Nasby" Script

1. Hi, just real estate looking for work. When do you think you will move next?

The purpose of this question is to get to the point and let them know who you are. When someone receives an unexpected knock on the door or phone call from a strange number they assume that you are an energy or religious sales person. The second part of the question is open and requires more than "yes or "no".

2. "We're not!" - That's ok! most people aren't! How long have you been here for?

Questions 2 & 3 are there to release the pressure. They are rapport building because people love talking about themselves. Based on what you know about the client or something you notice on the way to the door, you may decide to ask something else and as long as it slows the conversation down, gets them talking and comfortable it's fine.

2a. "In the next year" - That's great! How long have you been here for?

Same as 2. Always give them the time to speak about themselves. The temptation, especially after a long day prospecting is to

3. Where did you move from? have you always lived in.....?

Same as 2.

4. *If you were to ever move, where would you go? OR where are you planning to move to?*

This is called a magic wand question. Get them thinking hypothetically. What they would do in the perfect world. The idea is to have them painting a picture of what they perceive as a better life.

5. *Why there?*

Same as question 4.

6. *Out of interest, if we could find you a buyer that would allow you to move now, what would you do?*

This is a closing question and determines how serious they really are about moving to the place they described. They will either give you a definitive “yes we’d sell” or a reason that it’s not quite possible now. Be careful when they give you a reason not to sell. Some are objections that can be solved with a long settlement, a buyer that will be happy to renovate etc... If you encounter an objection like that you respond with “Suppose (stated problem) wasn’t there, is there any other reason that you would hesitate to move? (No just that) Ok, so if we could solve that problem for you in such a way that we could allow you to move now, what would you do?”. The goal here is to isolate the objection, solve it and CLOSE!

7. *"We'd sell" - Great, I'll have Scott call you to discuss. What is your phone number?*

Simple assumptive close. Try to resist the urge to ask if it’s “ok” to have their number. Assume you are going to get it, have your pen ready and after you ask for the number “shut up” and let the silence grow – first to speak loses!

7a. "We're not ready yet" - Ok. we I'll give you a call in a few months and see where you are at. What is your best number?

Similar to 7. It's assumptive. Most people you have spent a decent time talking to will be happy. Some you have to explain to that you are looking for nice people to call once in a while rather than trudge the street all the time.

8. "I don't want to be bugged by agents" - Oh of course! I honestly don't have time to be bugging people! not a great way to leave a good impression! But if I did stumble across someone that would pay you a great price, would you mind if I gave you a call? - get number.

Doesn't always work but it's a last chance. You will probably need to promise that you will not call them more than once every 6 months (for example) or if you found a red hot buyer.

Other forms of prospecting all fall under the same banner as the script above. All require an opening that gets to the point. All require the rapport building questions to have them feel comfortable to talk. All require a closing question. The only real difference is the opening line – the rest flows from there.

Old withdrawn.

1. Hi, I hope you don't mind me knocking. I'm Steve. I'm helping Scott from @realty. I noticed that you had your home on the market and was wondering, now that the market was coming back up if you would reconsider selling?

2. **Go to step 2 of "Bill Nasby"*

Just sold.

1. *Hi I hope you don't mind me knocking on your door. I'm Steve. I'm helping Scott from @realty. I just thought I'd let you know we sold..... for..... and was wondering if you would consider selling?*

2. **Go to step 2 of "Bill Nasby"*

Phone call to old Park database for first time.

1. *Hi (name of person), it's Steve here from @realty. It's a bit of a strange call but I'm calling on behalf of Scott Collins who has recently merged sales departments with Park Real Estate in Boronia. I understand that you had been in touch with them regarding your place at (address) (or; I understand that you had been in touch with them regarding a property purchase in (year). Just wondering when you might look at moving next?*

2. **Go to step 2 of "Bill Nasby"*