

# How To Role-Play Effectively

- #1 Stand up while role-playing!
- #2 Always smile, smile, smile!
- #3 Be enthusiastic!
- #4 Arms in ready position!
- #5 Positive role-play manner!
- #6 Follow scripts verbatim!

## How to Learn Scripts...

- #1 Read out loud as fast as you can.
- #2 Chant as a group line by line
- #3 Learn the body and tonality
- #4 Role-play with instructor as a group
- #5 Role-play with a partner

**“You play at the level you practice. How much and how well do you practice?”**

**Don Shula**

**“Great sales people practice their scripts and dialogues. I am a great salesperson!”**

**Mike Ferry**

## **Six Techniques To Improve Communication**

1. Memorize, rehearse and internalize!
2. 7% (words), 38% (tone) and 55% (body language) = Stand up while communication!
3. Smile, even when you are frustrated!
4. Control the "Drink Monkey".
  - a) Visualize a positive outcome while the phone is ringing
  - b) Write out 10 positive benefits of doing point #1
  - c) Writ out 10 negative benefits of now doing point #1
5. Up vs. down swing in your tone!
6. Response patterns—  
How? ...
  - a) Ask open ended questions
  - b) Let them answer: "Shut up"
  - c) Repeat back their answer
  - d) Positive approval
  - e) Ask the next question

## Just Listed Script

Hi, my name is \_\_\_\_\_ with \_\_\_\_\_ I (my company) just listed a home for sale over on \_\_\_\_\_ ... it has \_\_\_\_\_ bedrooms and \_\_\_\_\_ baths... and it's listed at \$299,900...

And I was wondering... who do you know that would like to move into our area?  
(No one) Fantastic!

I appreciate you taking the time to think about it... tell me...

#1 – When do you plan on moving? (Never) Terrific!

#2 – How long have you lived at this address? (10 yrs.) Great!

#3 – Where did you move from? (LA) Good For You!

#4 – How did you happen to pick this area? (Job transfer) Excellent!

#5 – If you were to move... where would you go next? (Back to LA)  
That's Exciting!

#6 – And when would that be? (3 months) Fantastic!

### Only go forward if they say 3 months or less!

#7 – Obviously... you realize it could take 1 to 3 months in this market to get a home sold... did you know that? (No) Terrific!

#8 – So... my question is... do you have to be sold in 1 month... or do you want to start selling at that time? (Sold) Wonderful!

#9 – Fortunately... to get you one step closer to LA... all we need to do now... is simply set an appointment... so I can help you get what you want... in the time you want... won't that be great? Fantastic!

#10 – Which would be better for you... Monday or Tuesday at 4pm?

# Just Sold Script

Hi, my name is \_\_\_\_\_ with \_\_\_\_\_ I (my company) recently sold a home in your area... over on \_\_\_\_\_ ... it has \_\_\_\_\_ bedrooms and \_\_\_\_\_ baths... and it sold for \$ \_\_\_\_\_ .....

We know when someone sells a home... usually two more sell right away... So I was wondering...

#1 – When do you plan on moving? (Never) Terrific!

#2 – How long have you lived at this address? (10 yrs.) Great!

#3 – Where did you move from? (LA) Good For You!

#4 – How did you happen to pick this area? (Job transfer) Excellent!

#5 – If you were to move... where would you go next? (Back to LA)  
That's Exciting!

#6 – And when would that be? (3 months) Fantastic!

**Only go forward if they say 3 months or less!**

#7 – Obviously... you realize it could take 1 to 3 months in this market to get a home sold... did you know that? (No) Terrific!

#8 – So... my question is... do you have to be sold in 1 month... or do you want to start selling at that time? (Sold) Wonderful!

#9 – Fortunately... to get you one step closer to LA... all we need to do now... is simply set an appointment... so I can help you get what you want... in the time you want... won't that be great? Fantastic!

#10 – Which would be better for you... Monday or Tuesday at 4pm?

# FSBO Script

Hi, I'm calling about the home for sale...is this the owner?

My name is \_\_\_\_\_ with \_\_\_\_\_ ... I work with a lot of Buyers and Sellers in the area... and I was wondering... how can I help you?

Thanks for thinking about that... let me ask you... how much time will you take... before you will consider... interviewing the right agent for the job of selling your home? ( ) Excellent!

What has to happen...before you will consider... hiring a powerful agent... like myself... for the job of selling your home? ( ) Perfect!

If you sold this home... where would you go next? ( LA) That's exciting!

How soon do you have to be there? (3 months) Fantastic!

Why did you decide to sell this home? (Too big) Terrific/Ouch!

How would you rate your motivation to move... on a scale of 1 to 10? (5) Good for you!

What methods are you using for marketing your home? (Sign and ads) That's great!

How did you determine your sales price? (Other agents) Fantastic!

Are you prepared to adjust your price down when working with a buyer? (Within reason) Terrific!

Why did you decide to sell yourself... rather than list with a real estate agent? (Save the commission) Great!

If you were to list... which agent would you list with? (None in mind) Fantastic!

(Optional) How did you happen to pick that agent? ( ) Good for you!

If you were to list... what would you expect the agent to do... to sell your home? ( ) That's great!

Are you familiar with the techniques I use to sell homes? ( ) Your kidding!

What would be the best time to show you... \_\_\_\_\_ or \_\_\_\_\_?

# Expired Script

(Over The Phone)

Hi, I'm looking for \_\_\_\_\_ ... Hi \_\_\_\_\_ ... my name is \_\_\_\_\_ with \_\_\_\_\_...

I'm sure you've figured out that your home came up on our computer as an expired listing... and I was calling to see...

#1 – When you plan on interviewing the right agent for the job of selling your home?  
(Never) Terrific! / Really!

#2 – If you sold this home... where would you go next? (LA) That's exciting!

#3 – How soon do you have to be there? (Already) Ouch!

#4 - \_\_\_\_\_ ... what do you think stopped your home from selling? (The agent)  
Really!

#5 – How did you happen to pick the last agent you listed with? (Referral) Great!

#6 – What did that agent do... that you liked best? (Nothing) Ouch!

#7 – What do you feel they should have done? (Sold my house) Really!

#8 – What will you expect from the next agent you choose? (Sell my house) Terrific!

#9 – Have you already chosen an agent to work with? (No) Wonderful!

#10 – I would like to apply for the job of selling your home... are you familiar with the techniques I use to sell homes? (No) That's Great!

#11 – What would be the best time to show you ... Monday or Tuesday at \_\_\_\_\_?

***“Mimic your prospect and they will feel comfortable.”***

Matthew Ferry

## The Center Of Influence Or Past Client Script

Hi... I'm looking for \_\_\_\_\_... Hi \_\_\_\_\_ this is \_\_\_\_\_ with  
\_\_\_\_\_... how are you today? (X) Terrific/Really

Today's call is about business... do you have a quick moment for me?

(Name)... I need your help... as a professional real estate agent... I have a goal to help  
(X) families ... buy a home...sell their existing home...or buy a second home and I was  
wondering... who do you know... that needs my help in the next 30 days? (X) I  
appreciate you taking the time to think about it!

Can you think of anyone in your (church group, family, neighborhood, and office)...  
that may need my services at this time? (X) Great!

Would you mind if I gave them a call?

By the way... when do you plan on moving? (X) Terrific!

**Optional: (Establish this relationship, say this only the 1<sup>st</sup> or 2<sup>nd</sup> time)**

(Name)... I've set a real high goal for myself this year... and I would love any help you  
can offer me in achieving them... so... would you mind if I check in with you  
periodically to see if there's anyone you know who is interested?

## The Lead Follow-Up Scripts

Hi, I'm looking for \_\_\_\_\_ ... Hi \_\_\_\_\_ my name is \_\_\_\_\_ ... I'm calling to see... When you plan on interviewing the right agent for the job of selling your home?

#1 – If you were to move... where would you go next? That's Exciting!

#2 – And when would that be? (3 months) Fantastic!

#3 – Obviously... you realize it could take 1 to 3 months in this market to get a home sold... did you know that? (No) Terrific!

#4 – So... my question is... do you have to be sold in 1 month... or do you want to start selling at that time? (Sold) Wonderful!

#5 – Fortunately... to get you one step closer to \_\_\_\_... all we need to do now... is simply set an appointment... so I can help you get what you want... in the time you want... won't that be great? Fantastic!

#6 – Which would be better for you... Monday or Tuesday at 4pm?

*(If no) You've not... Have a great day... good bye... click!*

### Hot Lead Script...

Hi \_\_\_\_\_ this is \_\_\_\_\_ with \_\_\_\_\_ how are you doing today?

I'm calling with 2 questions...

#1 - When do you want to put your home on the market? Or how soon do you want to find... & buy your new home?

#2 - Can we start the process this week?

***“Remember the 3, 3, 3, Concept”- For expires & hot leads.***

1. Only let the phone ring three times.
2. Only call a lead 3 times.
3. Only talk to a lead 3 times.



# Handling Specific Objections Scripts

(From Sellers)

#1 We want to only give you a 30/90 day listing.

I'm sorry... I won't do that... \_\_\_ months is our company policy... therefore... all we need to do now is simply... sign the contract... so I can help you get what you want... in the time you want... won't that be great? Sign the contract...

#2 We were thinking about (X) company or we've never heard of your company.

I can understand your concern... and I think you realize a company doesn't sell a home... it's the individual agent's activities...

Do you feel I can sell your home? Terrific!

All we need to do now is simply... sign the contract... so I can help you get what you want... in the time you want... won't that be great? Sign the contract...

#3 We'll save the commission by selling it ourselves.

I agree you can save the commission by selling it yourself... are you aware that today over \_\_\_\_\_ homes are for sale... last month only \_\_\_\_\_ actually sold... that's a \_\_\_\_\_ month supply of homes... if no other homes come on the the market... and... last month \_\_\_\_\_ homes went on the market! (Wait for answer)

And what's worse... is the fact that only 2% of all For Sale By Owners sell themselves... and 98% are listed and sold by real estate agents... Can you afford to have only a 2% chance of selling your home?

Let's do the right thing and simply... sign the contract... so I can help you get what you want... in the time you want... won't that be great?

Sign the contract!

#4 **Let's list high, we can always come down later.**

I understand you want to list high...to leave room for negotiating...have you considered the problem that creates for you?

Most people won't even bother looking at properties that are priced too high...would you rather have me negotiate ten offers to get our price...or not have an opportunity to negotiate any offers at all?

All we need to do now is simply... sign the contract... so I can help you get what you want... in the time you want... won't that be great?

#5 **We want to think it over.**

That's great...and since three minds are better than two...let's think out loud...together...tell me...what are you thinking about?

You're right... this is a big decision... isn't it?

Yet... the decision must be made based upon what you want... correct?

Let's do this... sign the contract tonight... contingent upon your approval within 24 hours... that way we both win... can I tell you how?

You have 24 hours with no pressure... so you can... feel comfortable... and sleep on it tonight... then I'll call you in the morning... and you simply... tell me yes... or no.

If you say no... I'll rip up the contract... and you have no obligation... if you... say yes... I'll begin marketing your property immediately... either way...

All we need to do now is simply... sign the contract... so I can help you get what you want... in the time you want... won't that be great?

#6 **I have a friend in the business.**

I can appreciate that... and almost everyone does... so let me ask you... do you absolutely have to... sell this home... or... are you just looking to do your friend a favor?

Obviously... you had me out for a reason... right?

Do you feel I can sell your home? Terrific!

All we need to do now is simply... sign the contract... so I can help you get what you want... in the time you want... won't that be great?

#7 **Another agent said they could get me more money.**

I can appreciate that... and what you probably don't understand is this...

An agent that will... list your property... overpriced... assumes they can take the listing now... and then start beating you up on the price... week after week after week after week... is that what you want... Who would!

They're afraid to tell you the truth... up front... \_\_\_\_\_... do you want the truth? Of course you do?

Let's do the right thing... and simply... sign the contract... so I can help you get what you want... in the time you want... won't that be great?

#8 **You haven't sold any homes in my area.**

That's a valid concern... the obvious reason you'll... choose me now... is that my company has homes for sale all over the community...

Meaning... when you... sign the contract tonight... we can expose your property to potential buyers from all over the area... do you realize how important that kind of exposure is?

Now... isn't that what you want... of course it is...

Therefore... all we need to do now is simply... sign the contract... so I can help you get what you want... in the time you want... won't that be great?

#9 **What do you do to sell homes.**

That's a valid concern... and let me ask you... are you aware... that there are two kinds of real estate agents?

There are passive and active... I am an active agent... meaning... when you... sign the contract tonight... I will spend all of my time actively marketing your home to the public... and... to the other active agents in town... isn't that what you want?

You want someone... who will work actively... and aggressively... to get your home sold... right? Terrific!

All we need to do now is simply... sign the contract... so I can help you get what you want... in the time you want... won't that be great?

#10a **We want you to cut your commission.**

No... any other questions?

#10b **The other agent said he/she would.**

I can appreciate that... can I tell you why that makes me nervous?

If other agents do not have the courage... to stand up to you... regarding their own worth... how strong could they possibly be... defending you... and the price we set for your home... \_\_\_\_\_ I have that courage... do you feel I can sell your home? (YES) Terrific!

All we need to do now is simply... sign the contract... so I can help you get what you want... in the time you want... won't that be great?

**“Selling is the ability to ask a series of questions that lead you and your prospect to a desired end result.”**

Tom Ferry

## “When Prospecting, Remember...”

A. Keep track of all of your numbers everyday:

1. Attempts
2. Contacts
3. Leads
4. Appointments

\*Start to analyze your ratios!\*

B. Before you start, be prepared:

1. Have all your leads ready to be called in a stack.
2. Keep everything away from you.
3. Remember the word “simple.”

C. Let everyone (staff) know what you’re doing and that you’re not to be disturbed:

“If you bring a problem to me while I’m prospecting, you will be the problem.”

D. Create a positive, upbeat and productive environment:

1. Hang up all of your scripts.
2. Have a plantronics headset with extension cord.
3. Prospecting affirmation playing at all times.
4. Buy a 12-foot surfboard leash!
5. Make sure you have to dance (Bruce Lee)
6. Find a partner, if possible.
7. Surround yourself with other people like your, if possible.
8. Have your goals written out (large.)
9. Hang motivational, inspirational signs up! (Change every 30 days!)
10. Have your definition of a “lead” hanging in your office!
11. “Your body controls your tonality and your emotional state of mind.”
12. Buy a big mirror (full length.)
13. Ask yourself daily, “What am I?”
14. Create a numbers and dream chart or board! (Remember your “why”.)

E. When you're on the phone:

1. Focus on qualifying prospects, stop selling "nos" into "maybe".
2. Ask every question on the script, "Don't Ad Lib!"
3. With Expireds: If they're relisted or don't want to set an appointment, "move on" to the "next" one!
4. Only talk to decision-makers.
5. Avoid the following: Religion, Real Estate language and bad language.
6. If you're going to leave a message, use a script!
7. Stay positive in between calls...
  - A. Listen to our affirmation tape:
  - B. Write your affirmations.
  - C. Look at your goals.
  - D. Yes, yes, yes, "Smile!", Bruce Lee, "What Am I?"
8. Never make a call without a purpose...
  - A. To set an appointment.
  - B. To generate a lead that's moving in (X) days.
9. Prospect with intensity and passion...
  - A. Don't waste time.
  - B. 30-50 attempts.
  - C. Follow the 10/50 rule.

F. To really become efficient with prospecting...

1. Understand that everything is a numbers game.
2. Remember, 90% of selling is mental.
3. Record your prospecting calls daily.
4. Actually listen to them.
5. Video record a live prospecting session and analyze it!
  - A. Question: Would Mike Ferry be entertained?
  - B. If it's not entertaining to watch, imagine what it's like to listen to it as the prospect!
6. Study our "scripts" video.
7. Re-attend the Productivity School two times a year.
8. Never, under any circumstances, listen to criticism from someone who does less than you!