



CONVERSION SCRIPTS THAT WORK™

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ON PURPOSE VS ON ACCIDENT

- 1) YOUR MINDSET
- 2) YOUR SKILL SET
- 3) YOUR DAILY ACTIONS

Working Your Database

- 1) FORD
- 2) SOCRATIC SELLING
- 3) PAIN AND PLEASURE
- 4) ADDING PEOPLE?

People like to work with people they:

_____, _____, and _____

Each American knows on average _____ REALTORS®!

MAGIC PHRASES

BE TOP OF MIND

Delivering a _____ to your target market can help create top of mind awareness.

SCRIPTS AND SYSTEMS

Scripts for Buyers

- “Definitely call me first when you see a property that interests you. That way I can provide you with information on recent sales and represent your best interest. In most cases we can determine what the owner paid. I can help you purchase the home at the best possible price and terms and negotiate on your behalf.”
- “At the risk of losing a sale, would it be okay if I was direct with you and told you the truth?”
- “I’d rather turn you down now than disappoint you later if you think you can offer 20% less than asking price. Would you mind if I showed you why?”
- “I’m going to tell you everything about the house - the good & the bad. I’m here to give you enough of the right information to allow you to make the best decision for you and your family. Is that okay?”
- “Don’t be surprised if the first home we see is the one you want to buy. The reason I tell you this is if you are good at telling me what you want and I LISTEN to what you want I should be able to take you right to it if it exists.”
- “I understand how you feel, others have felt the same way, but what we’ve found is...”
- For example: a buyer says that they’ve heard on the news that they can offer 20% under list price
- “I understand how you feel Mr. Buyer, many of my other clients have felt the same way about getting a good deal, but what they’ve found is that homes priced right are getting multiple offers in this market.”
- “I’m not here to sell you on buying a home, the home will sell itself. I’m here to give you the information you need to make an educated decision. I’ll show you the homes and help you buy it at the best possible price and terms. Does that work for you?”
- “Inspections are for major items only like roof, structure, heating and plumbing. The reason I tell you this is I’ve seen many buyers lose the home over small things like “there’s a loose shower tile,” or “the furnace needs cleaning.” By asking the seller to fix these minor things you run the risk of losing the home. Let’s focus on the major items that could impact your desire to buy the home.”
- “When we are successful in finding you a new home, I’m going to ask you for a favor. I’m going to ask you to refer us or our services to someone who you feel is in need of them. I’m not going to ask you now. First, I’ve got to earn your trust and confidence by accomplishing your goals and doing a good job for you. Does that sound fair?”

- “We serve our friends and clients by suggesting tips on maintenance, finance, tax and other things that will make you a better homeowner. It is sent weekly by email and we’d like to add you to the list.
- People find it very helpful and look forward to it. And of course, if you change your mind, you can unsubscribe at anytime.”
- “What is your email address?”
- OR
- “Let me verify I have your current/correct email address”
- “My goal is to help you find the right home and make the move as smooth as possible. I will work to maximize your purchasing power, negotiate from a position of strength, and try to eliminate any surprises along the way. How does that sound?”

Scripts for Sellers

"Hello this is _____ with _____ I wanted to give you a quick courtesy call. It seems you were at our home valuation website and did not get a value on your home. I just wanted to check in and see if you still need the value. I can email it over or send it regular mail if you prefer"

Don't use the word commission.

“Are you more concerned with what you net from the sale or what you invest in your REALTOR®?”

“I provide. You decide.”

Talk Positioning not just Price.

Six Positioning Factors

“I noticed _____. What are your thoughts about that?”

“Would it be valuable to you.....?”

“We want to avoid the three ‘Ss’ at all costs.....”

Need to do and Nice to do chart

