

Look for the Clues (in your DB for \$\$)

First identify who they are:

Are they a **LEAD** or are you **Just keeping in touch**?

If a LEAD:

- Simply introduce yourself, ask if they have a minute, then: **Ask how they are doing toward their decision to buy/sell.** OR, if you know it, ask **instead about their motivation** (*How's that commute this week? Have you talked to the Realtor I referred you to on the beach, seen any great properties to buy when you sell? I hope your A/C bills aren't too high in that big house...*)

IMPORTANT: Be quiet next. LET THEM TALK.

Let them take the lead now in the conversation...and **LISTEN for CLUES:**

The clues are going to tell you several things.

1. Is what they are saying a condition or an objection to acting right away.

If a Condition that you, nor them, can do anything about, then *simply schedule the next callback.* - Nothing is worse than an agent trying to "overcome" a condition. If there is not a condition, **GOAL: Set an appointment.** If they object, then set an appointment for an appointment. (Let's tentatively schedule 2 weeks from Tuesday and I'll call the Friday before to confirm.)

2. Is there is something in the way of getting an appointment that you can help them see more clearly.

- Help them identify the next small sweet step. Ask questions and LISTEN for the CLUES.

If they really should be acting sooner, it's part of our job to help them see that. Or to get them to talk to someone else that will help them see it. CPA's are really helpful with this. As are Lenders.

3. If they are ready to do SOME step. Getting CLARITY is your next step. What is logical? If appropriate, offer to help them take that step. Remove any obstacles in the way that you have some control over. (*I'll have a good lender call you... vs— Here's the lender's number.*)

Always be listening for the CLUES.

What do clues sound like?

- I've been meaning to get to that (life is just getting in the way)
- I'm working on it (repair, cleaning, getting info together for a lender)
- My sister/friend/mother said X (they are talking to someone about it)
- Frustration (YEAH! it means they are ready to do something)

Frustration is when we are not in alignment with life's intention and standards of integrity

- I can't find a house, if I could I'd buy one!

What are other clues?

How can we help them?

Remind them of who they are. Not getting cleaned up might mean SOI and LI - Organized, Creator of Beauty. Remind them Perfectionism isn't the goal.

Small Sweet Step: 1 Box, 1 small room, 1 phone call to an organizer or a cleaner. The ENERGY that gets released when they take that step is POWERFUL!

If it's Keeping in Touch

1. Have a **conversation.** How are you doing? Share information two ways. (you share something and find something out from them) - Is there anything you see in the CLUES from the conversation, that would allow you to help them in any way? Of course, if it's real estate related, YOU help or find them someone else that can (if outside your Minimum Standards) and we'll look at that in just a second. **But also listen for other clues.** Something they need that someone else you know can provide? **Be a good NETWEAVER.**

2. **Watch especially for the clues** the entire time to see if there some opportunity that comes up in the conversation for a way we can **HELP THEM.**

- family size changes
- family information/changes
- job changes
- deaths/divorces
- house too big/too small
- school stuff
- stop renting or living with family
- taxes
- health changes

- age
- they simply are asking questions
What other clues can you be watching for?

3. THEN we finally ask for a favor (NOT FOR US) but for a client we have **(I have a buyer/I have a listing)**. This is the time we can talk about business. SPECIFIC. Rates, listings, market up/down, tax savings, benefits of owning REAL ASSETS vs paper assets.

This a key difference from other scripts you might have heard.

4. Close with **“Do you have enough of my business cards in your wallet? No? *I’ll send a few in the mail*”**.

BONUS: Is there an article you can send them by email or mail that relates to the conversation at all? That will take the conversation into a deeper relationship and those relationships are where you get more referrals and business from those in your database. Note what we send in Monday News and Special Reports and things like the BREXIT article we sent last