

The BIG 3 Dialogue

WITH A SELLER EMPHASIS

1 CAN I BE OF ANY HELP?

“Hi, Jody, this is _____ calling. How are you doing?”

“How’s the family [...business, chit chat, etc.]?”

“Jody, the reason I’m calling is because I want to know if you received the information I sent you this month on _____. I hope it was helpful to you.”

“Also, keep in mind if you need a referral to a good trade or service professional, I come across some really good people from time to time...”

2 THE VALUE YOU REPRESENT TO ME

“Jody, I just want to make sure you know how much I value our relationship, and I want to build my business by working with great people like you.”

3 OH, BY THE WAY®...

“Oh, by the way... who do you know that is thinking about making a move, especially someone thinking of selling? There is a tremendous shortage of housing in the marketplace and now is a great time to sell. So when you come across these people just send me their contact information and I’ll be happy to follow up and take great care of them for you.”