

The BIG 3 Dialogue

WITH A BUYER 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, if you know someone who is thinking about making a move, especially someone thinking about buying, rates are still at historic lows. It’s a great time to buy.

In fact, I have a resource that shows how to avoid the 10 deadly mistakes buyers make. So if you know anyone who’d like to receive that from me, send me their contact information and I’d be happy to follow up.”