



**AUTHENTIC AGENT**

# Nailing the Introductory Phone Call

Introductory calls can be nerve-wracking. The key is to think ahead and anticipate how you'll handle people's responses. This script will give you a head start.



## Introductory Call, Part 1

Hi <Contact>! This is \_\_\_\_\_ . How are you doing today?

Prospect responds.

This is a business/professional call today. Do you have two minutes for me?

Prospect responds positively.

I'm working as a real estate professional at (Brokerage or Team Name), and I wanted to reach out and ask for your support in developing my business. I'm not going to ask you to do much—but can I ask you to help me with something easy?

Prospect responds. (They'll typically say something like, "Sure" or "If I can.")

It's simple. I'd like to work toward earning your trust and confidence as a preferred real estate professional—or even your second option if you already have an established relationship with a professional agent. Would you feel comfortable coming to me for information if or when you needed it?

If the client responds, "Yes."

Thank you! I appreciate that! My main goal is to be a professional resource for the people in my life and to make sure everyone knows they can come to me for information without any obligations. I understand I'll have to earn this trust over time, but I wanted to reach out to you and let you know that I'm willing to do that if given the opportunity. [Continue to Part 2.]

If the client responds, "No."

I understand and I appreciate your honesty. One thing I'm prepared for is the fact that I'm going to have to build confidence in everyone I know before they trust me as a professional. Would you be willing to keep an eye on what I'm doing and give me an opportunity to build that trust in the future?

Client responds, "Yes."

Thank you, that's more than fair and I appreciate your candidness. It goes a long way in helping me grow as a professional. [End call gracefully.]

## **Introductory Call, Part 2**

Do you have any immediate real estate questions or needs I can help you with?

Client responds, “Not at the moment” or similar.

No worries! If it’s OK with you, I’d like to send you a quick handwritten thank you note with some of my business cards so you have them. Would that be OK?

Client responds, “Yes.”

Great, what address can I send the note card to?

Client responds.

Is this your home address?

Client responds.

Do you own or rent your home?

Client responds.

Great! Keep an eye out over the next 3-5 days. I’ll also send you a quick email with my contact and company information as well. Would that be OK?

Client responds.

My work email is \_\_\_\_\_. What email is best to use for you?

Client responds. Note their email in your database.

I really appreciate you giving me the opportunity to talk about my business today. Now that I've asked all of this of you, is there any way I can support you in your life?

Client responds. (They'll typically say something like, "Not at the moment.")

**Exit the call gracefully or open a personal conversation.** This can be a good time to go off-script and talk about anything you have in common.

## Pro Tips

### **Be prepared for callbacks.**

When starting your calls, it's not uncommon for everything to go perfectly while you're at your desk and ready to take down the information you need. But often you'll find yourself getting return calls in the evening or on weekends. Don't forget to role play your script often so you're ready for callbacks!

### **Don't over communicate on voicemail.**

Remember this is the first time you've spoken with some of your

contacts in quite some time. So keep it simple. Here are a couple of voicemails that work great.

### Voice Mail #1

Hi \_\_\_\_\_, this is \_\_\_\_\_. I just wanted to give you a call because it's been a while since we last connected. Give me a call when you have a moment today. I'm wondering if you might be able to help me with something easy.

- Remember to always leave your phone number twice and speak slowly and clearly when leaving your number.
- Using a word like today adds a sense of urgency.
- Being vague while also communicating that you want help with something "easy" creates interest.

### Voice Mail #2

Hi \_\_\_\_\_, it's \_\_\_\_\_ here again. Hey, I just wanted to follow up on my previous voicemail. I'd love to catch up whenever it's convenient for you. Give me a call when you get a minute to spare.

- Again, leave your phone number twice and speak slowly and clearly when leaving your number. It's not a race.

### **If you can't get a contact on the phone for the introductory call...**

Sometimes you have to cultivate a relationship back to the contact level. Don't give up too soon, and be ready to get creative if you have to. **Remember, you're not entitled to anything throughout**



**this process.** You must be willing to earn the right every step of the way. Embrace that idea.

If you are not getting a return call, it's not the end of the world. Keep trying. The follow-through you demonstrate here sets the tone for your professional follow-through going forward.

Facebook messages and text messages can help you create an initial contact and build toward a voice-to-voice interaction. **Just keep in mind texting and messaging shouldn't replace calls,** but they can be powerful options while you continue to try to get people on the phone.



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