

Overcome Outbound Calling Objections

“It may not seem like it, but this is the best possible time for lead gen. This is the time where you will find people at home, and looking to the future with a lack of certainty. Now is your chance to bring value to your clients and build a database that will pay off dividends in the future.”

– Brendan Bartic, CEO The Bartic Group

Focus on four key aspects:

1. Mindset.

- Believe in your own value first so you can help your clients during a turbulent time.
- Ask yourself , “Am I delivering a million-dollar experience to them?”
- Use Keller Williams as the million-dollar value proposition to your client, let them know that together you will be able to guide them to safety and financial success.

2. Practice With Passion.

- Engage in daily script practice and role play so you feel confident in leading conversations with your sphere of influence or potential clients.
- Start with, “How are things going?” From there, the scenarios are endless.

3. Build Relationships Today, Leverage Them Tomorrow.

- Think about the long term, it’s not about a return on investment right this second.
- Being there for your client today, a month from now, four months from now, etc., has value. Don’t be tempted to have a sense of urgency.
- Make the first phone call today and reap the benefits eight months from now. Generally, about 80% of people convert between the eighth and 10th contact.

4. Come From the Heart.

- Your clients should be aware that you care – not only about their financial situation, but also their overall safety. In uncertain times, it’s imperative that they understand you’re willing to go above and beyond to ensure a safe selling experience.
- Be empathetic, but not apologetic. Remember that whatever is causing the shift is not your fault. You are a consultant in this situation and will ensure that your client has the best possible options to get through these trying times.

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pivot SHIFT AHEAD

As you put those four key aspects into play, your conversations may naturally lead down the business path. Practice these four common questions/statements and scripts to respond to your clients' most pressing questions.

Question:
Should I Wait to Sell?

Great question. Let me ask you – in a perfect situation, when would you like to have your home sold by and be in your new home? As soon as possible? One month? We have two things we need to consider now: 1. We can't sell your home if it's not on the market. 2. If we wait, so is your competition. When the dust settles, there will be a flood of homes hitting the market and driving prices down. You want to get the most money for the least amount of hassle possible, right? What is the best time to meet tomorrow?

Note: Mention any pertinent safety precautions that will be used during the selling process (Zoom calls, digital showings, etc.)

Statement:
I'm Going to Wait to Sell.

So is your competition. Once the dust settles, there will be a flood of properties hitting the market and driving prices down. One thing we know is that buyers will still need to buy. And you'll have an opportunity to be one of the sellers who needs to sell. We might need to think smarter about how we can go about things to not put anyone at risk.

Question:
Should I Wait to Buy?

Great question. Let me ask you – in a perfect situation, when would you like to buy your new home and be in the new home by? Two things that we need to think about are: 1. You're making someone rich, and the longer you wait, the richer you are going to make them. 2. Rates are at a historic low. At the moment, your mortgage is the cheapest it will be for the foreseeable future. These two points are impactful if you decide to buy now instead of waiting. Do you want to keep making someone rich?

Statement:
I'm Going to Wait to Buy.

My concern is that every month you wait, you're making someone richer. We don't know what is happening in the markets, but we do know that the mortgage rates are low, which could affect your payment by \$500–\$600. Let's look into that and get into some homes.