RECRUITING TIPS & SCRIPTS
WHAT TO SAY TO NEW & EXPERIENCED AGENTS

**Attracting New Agents**
- Key Tips for Speaking with New Agents
- Interviewing a New Agent
- Inviting a New Agent to a Career Seminar
- Following-up with a New Agent after a Career Seminar
- Approaching a New Licensee from a School Roster
- Closing New Agents

**Attracting Experienced Agents**
- From a List: You Don’t Know Them
- From a Referral
- Video, Letters, and Notes
- Invitation to a Company Event
- Company Announcement or News
- Training Program or Marketing Event
- Market Presence Kudos
- Experienced Agent Closes
- Tom Ferry’s BreakThrough By Design
- Tom Ferry’s Annual Summit – Ticket Package Offer
SPEAKING WITH new AGENTS

QUESTIONS TO KEEP IN MIND:
• Do they project a “marketing” state of mind?
• Will they overcome the fear of failure and asking for business?
• Will they volunteer their past track record?
• Are they coachable?
• What is their past sales history?
• Are they self-directed / self-starters?
• Do they work well independently?
• Do they want success more than you want it for them?

“You can never care more about building their career more than they do.”
WHAT TO SAY WHEN INTERVIEWING A new AGENT

Hello __________ (name),

My name is ___________________ and I am the (broker / owner, manager, recruiter) here at ______________________ (your company).

1. I hear you have an interest in a career in real estate? (Great, tell me more)
2. What makes you interested in a career in real estate? (Great)
3. Do you hold a current real estate license? (Terrific)
4. Do you have another job right now? (Great, if yes, go to #5)
5. Please tell me about your current position?
6. Do you have any experience selling? (Awesome, tell me more)
7. Were you planning on a full-time or part-time career in real estate? (Terrific)
8. Others who joined our firm found ________________ (your unique value proposition like Tom Ferry’s BreakThrough By Design 10 week training course) helpful in launching their real estate career. I’m confident we can help you achieve your dream.
9. The next step would be visiting my office. Is today or tomorrow better for you?
WHAT TO SAY WHEN INVITING NEW AGENTS TO A CAREER SEMINAR

Hello __________ (name),

Fortunately, we will be holding a career seminar at ______________ (location) on ___________(date & time). At this seminar, we will be answering all your questions about working in real estate. Can you make this day/time work for you? (Fantastic)

IF YES:
I am excited that you will be joining us and looking forward to meeting you in person.

IF NO:
We specialize in helping new agents get off to a great start in their career. I would like to meet with you to show the training that has been so effective for so many new agents.

Is ________(date, time, location) or would _________ (date, time, location) be better?
WHAT TO SAY WHEN FOLLOWING UP WITH NEW AGENTS AFTER A CAREER SEMINAR

Hello __________ (name). It was great spending time with you at the event we had yesterday.

1. After attending the event, what are your plans for a career in real estate? (Awesome)

2. What made you interested in pursuing a career in real estate? (Interesting)

3. Have you completed your real estate classes and received your license? (Great)

4. What is your current employment situation? (Excellent)

5. What position do you hold?

6. What experience do you have selling?

7. Let’s get together so I can show you some of the tools we have here at __________ (company name) that have gotten our agents so much success. It would be great to make money quickly, wouldn’t it?

8. Is ________(date, time, location) or would _________ (date, time, location) be better?
WHAT TO SAY WHEN APPROACHING A 
NEW LICENSEE FROM A SCHOOL ROSTER

Hello__________ (name), this is _____________(name)
from__________(company). I was very excited to see that you
applied (or passed) the real estate exam. Good for you!

1. Were you thinking about changing careers and getting into
   real estate? (Great)
2. Tell me about your plans. (Awesome)
3. I know you have many choices in which real estate company
   you might work for.
4. Have you already chosen one? (Terrific)
5. (If not yours) Wow, what company? (Interesting, tell me more
   about that)
6. Do you think that great training can have an impact on your
   success? (Of course it can)
7. That is why it’s so important that we get together and talk
   about what we are doing at _____________(company name)
   that is providing our agents with such incredible success. One
   of our newest agents _____ (name) just closed______ in his
   first ______ days in the business. How does that level of
   success sound?
8. Let’s get together over a cup of coffee and I can show you
   how we can provide the tools and training to get your real
   estate career off to a fast start.
9. Which day and time would be better for you, ______ (date/
    time) or ______ (date/time)?
WHAT TO SAY WHEN CALLING newer AGENTS

Hello____________ (name), this is ______________(name) from__________(company). I was very excited to see that you have joined the real estate profession.

1. Have you heard about the success that our agents are having by participating in our training?

2. One of our agents_________(name) has closed_______ transactions after just ______(time) in the business.

3. How long have you been in real estate? (Great)

4. What made you decide to get involved_______? (Good)

5. Are you a full-time or a part-time agent?

6. What if I could show you how you could enjoy even more financial success and balance in your life by effectively using the tools (like Tom Ferry’s BreakThrough By Design™ 10 week training course) that we provide to our agents?

7. We could sit down over a cup of coffee, no pressure, and talk about what you want to achieve in this business and how so many of our agents are already achieving their dreams.

8. Is _________(date, time, location) or would _________ (date, time, location) be better?
WHAT TO SAY WHEN CLOSING A NEW AGENT

GENERIC CLOSE:
What if I could show you some ways that you can increase your business without working harder by using some of the tools and programs that are working for our current agents? Would you be willing to spend just about 15 minutes with me?

Is ______ (date, time, location) or would ______ (date, time, location) be better?

VALUE BASED CLOSE:
We have a ____________(company value, like Tom Ferry’s 10 week training - BreakThrough By Design™ which promises 3 new transactions inside the 10 weeks) here at our company.

It is so exciting that I can tell you that________(name) at our company did__________ (result) transactions by using that one value alone.

Let’s get together over a cup of coffee and I can show you how this___________ (program, training, or value) can do the same for you.

Is ______(date, time, location) or would _________ (date, time, location) be better?

WHAT AGENTS REALLY WANT CLOSE:
Most great agents, such as yourself, are interested in working shorter hours, having more time with their families, and more balance in their lives.

Does that sound like something you might be interested in??

I would be happy to talk with you, and even buy you a cup of coffee, so I can explain how so many of our great agents are currently experiencing this.

Is ______(date, time, location) or would _________ (date, time, location) be better?

IF “NO” TO ANY CLOSE:
I appreciate that this may not be the time for you. I’d love to be your “spare tire” and I’m always available for questions, sound good? Check back with me periodically. By the way, do you know anyone else that might be interested in hearing more about our company?
WHAT TO SAY TO experienced AGENTS

TIPS TO KEEP IN MIND:
• Process is similar to a "buyer consultation"
• Ask more than you talk
• Do your research – know their history better than they know it
  • Google them!
• Remember that it’s all about them, not you.
  • Congratulate them on a specific success.
• Identify the 4-5 unique values you offer:
  • How will they use them?
  • What difference will they make in their career?
  • What difference will they make in their life?
  • What is the monetary value of
  • What will the additional money provide them?

ASK THEM TO JOIN!
WHAT TO SAY WHEN APPROACHING AN ExperieNced Agent
someone you don’t know from a list

Hi_________(name), this is ___________(name) from _______________(company). Did I catch you in the middle of making money? (If yes or no) Perfect, that is exactly why I’m calling!

You’re one of the top agents in the area and I was curious why you chose to work at ___________(firm name).

1. What are you seeing in the market right now? How is it affecting the way clients deal with you and your real estate transaction?
2. Do you have any specific trends that are affecting you??
3. How are you finding these challenges?
4. What are you doing to overcome these challenges? Do you see any opportunities?
5. What are you doing to take advantage of these opportunities?
6. What changes is your company making so that you are supported in this market and economy?
7. Do you believe a company should support and provide for its agents during times of change?
8. Based on everything you’re saying, let’s meet over a cup of coffee and explore what we are currently doing to assist our agents in meeting today’s challenges?
9. You need______________(whatever they said), right?
10. Is ________ (date, time, location) or would ________ (date, time, location) be better?

IF NO: I know you’re not interested in moving. If you were, you would be calling ME! I’d love to be your “spare tire” and I’m always available for questions or consultation, as needed, sound good?

Since we’ll be doing transactions together and I value your thoughts on some really important issues we are facing in this market and economy, let’s meet for coffee.
WHAT TO SAY WHEN APPROACHING AN EXPERIENCED AGENT FROM A REFERRAL

Hi_________(name), this is __________(name) from ______________(company). One of our great agents____________(name) referred you to me and said you would be a great asset to our company.

Agent says: I am not interested in changing companies right now.

1. I appreciate that- I know you are not interested in changing. I’m curious why you chose to work at ________(firm name).
2. What are you seeing in the market right now? How is it affecting the way clients deal with you and your real estate transaction?
3. Do you have any specific trends that are affecting you??
4. What are you doing to overcome these challenges? Do you see any opportunities?
5. What are you doing to take advantage of these opportunities?
6. What changes is your company making so that you are supported in this market and economy?
7. Do you believe a company should support and provide for its agents during times of change?
8. Based on everything you’re saying, let’s meet over a cup of coffee and explore what we are currently doing to assist our agents in meeting today’s challenges?
9. You need______________(whatever they said), right?
10. Is ________(date, time, location) or would __________ (date, time, location) be better?

IF NO:
I know you are not interested in moving. If you were, you would be calling ME! I’d love to be your “spare tire” and I’m always available for questions or consultation as needed, sound good?

Since we’ll be doing transactions together and I value your thoughts on some really important issues we are facing in this market and economy, let’s meet for coffee.
WHAT TO SAY IN
videos, letters & notes
TO PROSPECTIVE RECRUITS

EXECUTION:
Personalized videos: via BombBomb
Emails: via CRM platform
Hand-written letters or notes via mail
WHAT TO SAY IN videos, letters & notes TO PROSPECTIVE RECRUITS:

NEW LISTING:
Just a quick note to say congratulations on your fantastic new listing on _______(street). It’s priced to sell.. What else should we expect from a pro like you? We’ll do our best to sell it for you. Again, great job.

THANK YOU – COOPERATING SALES ON BUY OR LIST SIDE
Just a quick note to thank you for the professionalism and hard work you displayed throughout the transaction and closing on ___________ (property location). _______(agent’s name) said you did an exceptional job! Thanks Again!

THANK YOU – COOPERATING SALE ON OUR LISTING
Just a quick note to thank you for selling our listing on ________ (property location). _______(agent’s name) told me you were awesome! We sincerely appreciate your sales professionalism! Again, great job!

THANK YOU – COOPERATING SALE ON THEIR LISTING
Just a quick note to thank you for your cooperation with our _________ (name of your sales executive), who sold your listing at _________ (property address). Such effective cooperation between real estate professionals goes a long way toward both enhancing our image with the public and providing better service. Thanks again.
CONGRATULATIONS
Congratulations on achieving _________________(award name) for _________________ (real estate company). It’s people like you that keep our industry dynamic. Your manager must be proud of you. We are, too.

FOLLOW-UP ON AN OPEN HOUSE VISIT
Just a quick note to tell you how much I enjoyed speaking with you at your Open House. If you aren’t using the Mega Open House strategy and generating 3 seller leads on every open house, call me. I’m hopeful we can assist you with our pipeline of buyers in getting it sold.

SPOKE WITH A PROSPECT – NO APPOINTMENT
Just a note to let you know that I enjoyed speaking with you today and discussing _________________(topic). I look forward to chatting with you again. How does next week look? My office or coffee?

SPOKE WITH A PROSPECT - APPOINTMENT
Just a quick note to let you know I enjoyed speaking with you on __________(day). I’m looking forward to meeting with you on __________(day and time). In the meantime if you have any questions ______ (text, email, call info).

SPOKE WITH A PROSPECT - APPOINTMENT
Just a note to let you know that I’m looking forward to meeting with you and discussing some of the powerful new programs we’ve created that are specifically designed for agents like you. We’ll see you soon. In the meantime, if you have any questions ______ (text, email, call info).
WHAT TO SAY IN AN *invitation* TO A COMPANY EVENT:

Hi, __________(agent name), I want to personally invite you to be our special guest as we honor our extended family of sales executives who have contributed to our success this ___________(time period). We appreciate your partnership as a cooperating agent in the sale of our listings and we would love to recognize you in our upcoming ___________(event name).

Information is included and attached here. Please save the event details and RSVP to ________________________(details to RSVP).

Looking forward to seeing you.

___________(your name and contact info)
WHAT TO SAY IN A COMPANY ANNOUNCEMENT OR NEWS:

___________ (company) was recently recognized as ____________ (award). We are extremely proud of this accomplishment, as it is a direct reflection of the outstanding leadership within our organization and the hard work and dedication of our sales executives.

Read more about this award on our website ________________ (URL) or in the attached document.

Confidential Interview? Call me. If not, I’d love to be your “spare tire” and I’m always available for questions or consultation as needed, sound good?
WHAT TO SAY WHEN INVITING A PROSPECT TO A TRAINING PROGRAM OR MARKETING EVENT:

Hello________(prospect name). This is______________(name). How are you doing today? Great.

________(prospect name), the reason for my call today is to tell you about a ________________(training or event) we’re making available to all our sales executives.

Give program details and benefits. Example…

I believe you would benefit by joining us at _____________(event name).

________(prospect name), How does that sound?

**Yes**
Wonderful! (Confirm information). I’m looking forward to seeing you then.

**No**
Great, tell me, what’s important to you in growing your career?

I’d love to be your “spare tire” and I’m always available for questions or consultation, as needed, sound good?

Since we’ll be doing transactions together and I value your thoughts on some really important issues we are facing in this market and economy, let’s meet for coffee.
WHAT TO SAY WHEN COMPLIMENTING A

prospect ON THEIR MARKET PRESENCE

Hello, _______(prospect name), this is _________(name) with _________(company). Did I catch you in the middle of making money? Great!

I wanted to take a moment and let you know that I have personally noticed, and have been very impressed with, your fantastic market presence. I am particularly impressed with ________________ (state an item from one of their local campaigns.)

______(prospect name), even with your strong market presence, I know there’s usually a desire to do more. Is that true for you?

1. What are you seeing in the market right now? How is it affecting the way clients deal with you and your real estate transaction?
2. Do you have any specific trends that are affecting you??
3. How are you finding these challenges?
4. What are you doing to overcome these challenges? Do you see any opportunities?
5. What are you doing to take advantage of these opportunities?
6. What changes is your company making so that you are supported in this market and economy?
7. Do you believe a company should support and provide for its agents during times of change?
8. Based on everything you’re saying, let’s meet over a cup of coffee and explore what we are currently doing to assist our agents in meeting today’s challenges?
9. You need_______________(whatever they said), right?
10. Would ________(day) or _______________(day) be better for you?

IF NO:
I know you are not interested in moving. If you were, you would be calling ME! I’d love to be your “spare tire” and I’m always available for questions or consultation as needed, sound good?

Since we’ll be doing transactions together and I value your thoughts on some really important issues we are facing in this market and economy, let’s meet for coffee.
WHAT TO SAY WHEN CLOSING AN experienced AGENT

FOR THE APPOINTMENT:
______(prospect name), my goal is to help you make a better decision. You said you needed _____________(recap what they need), right? I believe we would be a great match, and that we have the system in place to help you reach your goals. Let’s get together so you can see the opportunity… Is ________(date, time, location) or would _______ (date, time, location) be better?

RESERVE YOUR SEAT:
______(prospect name), I want to make sure that your space is reserved and still available for ____________(event name). This is what I’ll do, I will go ahead and hold your seat. How does that sound?

BALANCE THE SCALE:
______(prospect name), I guess the question is this… when you balance the concern about moving and weigh it against all that we’re prepared to do for you like _____________(benefit, benefit, benefit, benefit) which side weighs the heavier? That really is the question, isn’t it? Let’s get together so you can see the opportunity… Is ________(date, time, location) or would _________ (date, time, location) be better?
NO RUSH:

______(prospect name), I’m aware that the decision to join us is 100% your decision and I wouldn’t want you to feel pressured in any way. Others who have joined had the same questions.

__________________ (list concern)
__________________ (list concern)
__________________ (list concern)

______(agent name), recently just joined us, had the same questions, and is thriving. So let’s get started… is ________(date, time, location) or would _________ (date, time, location) be better?

COMPETITOR CLOSE:

______(prospect name), as we discusses, one of the major benefits ________(company name) can provide for you, that your current company does not, is ________(list features and benefits). How would this benefit your business? I believe we would be a great match, and that we have the system in place to help you reach your goals. Let’s get together so you can see the opportunity… Is ________(date, time, location) or would _________ (date, time, location) be better?
Generate 3 Transactions in 10 weeks

With the skills and techniques you will learn in BreakThrough by Design you will become more relevant with the modern consumer and more progressive in the eyes of sellers looking to hire you. You will learn a simple to follow game plan enabling you to:

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PART 1: YOUR INFORMATION

NAME: ____________________________ COMPANY: ____________________________

ADDRESS: ____________________________ CITY: ____________________________ STATE: ______ ZIP: ______

EMAIL: ____________________________ CELL: ( ) ____________________________

OFFICE PHONE: ( ) ____________________________ HOME PHONE: ( ) ____________________________

PART 2: SELECT TICKET PACKAGE FOR YOUR TEAM

☐ 10 SUMMIT TICKETS $197 per ticket + one extra ticket for free
☐ 20 SUMMIT TICKETS $147 per ticket + two extra tickets for free
☐ 50 SUMMIT TICKETS $99 per ticket + two extra tickets for free + one VIP seat up front at Summit

PART 3: PAYMENT INFORMATION

☐ CHECK

☐ CREDIT CARD (CIRCLE ONE) VISA MASTERCARD AMERICAN EXPRESS DISCOVER

Credit Card Number: ________ - ________ - ________ - ________ Expiration Date: ________ CVV2: ________

Credit Card or bank billing address (if different from above)

Address: ____________________________ City: ____________________________ State: ______ ZIP: ______

I agree to make the payment indicated above:

Signature: ____________________________ Date: ____________________________

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DON’T WAIT - FREE BONUS OFFER EXPIRES Friday, May 23, 2014

EMAIL COMPLETED FORM to CARLA WILKERSON AT CWILKERSON@YOURCOACH.COM

OR FAX TO 877-556-0754 Questions, please call 888-866-3377
HAPPY recruiting

We hope that these scripts will help you prospect, recruit and build your business.

Of course, we’re always here should you have any questions.

888.866.3377

And, don’t hesitate to let us know if you’d like to schedule a complimentary business analysis for you or any of your agents.

YOUR STRATEGY MATTERS AND YOUR PASSION RULES
RECRUITING TIPS & SCRIPTS