

DIALOGUES FOR BREAKTHROUGH CONVERSATIONS

TOM FERRY'S

BREAKTHROUGH

BY DESIGN™

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As you go through every session of this BreakThrough by Design Program, you will notice that most every session has Dialogues for you to use as you engage with your clients. Tom created this Dialogue Book to complement the Program. Every Dialogue referenced in each Session is here in this convenient book. This will be a handy reference guide for you to use as you create your BreakThrough!

As we are constantly adding new Dialogues onto our Member Section of our website, make sure to check this area for updates and new Dialogues!

As Tom reminds you in the Program, use these Dialogues... make them your own... he doesn't want you to sound scripted... just be yourself!

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1. TEXT DIALOGUE

Your Text: Hi (name) the markets really moving and home values are going up, up, up. Want to know your home's new value?

Their Text: Sure, sounds great.

Your Text: Wonderful, I'll put together your home's value. Have you done any upgrades? Once it's ready do you want to meet for coffee, or should I email/mail to you?

If They Ask How's the Market?

Your Text: Inventory levels are low. When a great home comes on the market, buyers and investors are writing offers and driving prices.

Then ask one of three questions:

- Have you had any thoughts of selling?
- Do you know anyone who's had thoughts of selling?
- Do you anyone who tried to sell in the past and it didn't work out?

2. PAST CLIENT/CENTER OF INFLUENCE DIALOGUE

1. Hi...this is _____ (name) with _____ (company). I hope you and your family are well. Do you have a quick minute for me? Thank you!
2. I was wondering if I could help you with any real estate questions you might have. Great!

Examples:

- Are you curious about the value of your home?
 - Do you want to know what is going on in your neighborhood?
 - Do you want to know general market conditions?
 - Is it time to sell your home?
 - Should you be refinancing now?
3. As you know...I want to be your resource for everything real estate related. Please call me if you ever have questions...okay? Terrific!
 4. _____ (name)...my business is based on referrals from great clients (friends, people) like you. So...before I let you go...Who do you know that needs to buy or sell a home now or in the near future? Excellent!
 5. Can you think of anyone from your office, neighborhood, family or church? Super!
 6. I appreciate your help and if anyone should come to mind please don't hesitate to call me! Thank You!

(This dialogue is meant to be used somewhat loosely. You will be calling your database four to six times per year, alter the dialogue when necessary.)

3. DOOR KNOCKING EXPIRED DIALOGUE

Hi, I'm _____(name) with _____(company). I'm sure you know your home came up today as an expired listing... and I was curious... if we had wrote an all cash, great terms offer yesterday... where would you be moving to?

- If you did...
- Is that something you'd still like to do?

I've discovered there's only three reasons a great home like yours doesn't sell...

1. The marketing and exposure on the home wasn't enough to attract the buyers and agents in the area.
2. The home didn't show well or capture the buyer's emotions... or
3. The pricing strategy... I'm curious... There are two ways to price...
 - a. High for negotiations
 - or
 - b. Fair Market Price to create a potential bidding war

Which did your agent recommend?

Bottom line... is if I can market it properly and sell your home in the next 30 days, would it be worth it for us to sit down and explore it?

4. EXPIRED CALLING DIALOGUE

Hi... I am looking for _____. This is _____(name) with _____(company). I noticed your home was no longer posted online... and I was calling to see... is it on... or off the market?

- Are you taking your home off the market?
 - Are you getting a lot of calls?
 - You may be asking yourself... Where were these agents when my home was on the market, right?
1. If you had... sold this home... where were you moving to?
*If I brought you an all cash buyer, close in 30 days, where would you like to move to?
 2. What was your original timeframe to sell and be moved? Ouch!/Really?
 3. Why do you think your home did not sell? Really?
 4. How did you pick the last agent you listed with?
 5. Knowing what you now know... what will you expect from the next agent you choose?
 6. What type of feedback did you get from the people who saw your home? Tell me more about that.
 7. There's only two reasons a home doesn't sell... the price... and... the exposure or marketing to attract qualified buyers... If I can show you... how to make the necessary changes to get more showings and ultimately sell your home... would that be of interest to you? Perfect!
 8. Let's set an appointment so we can figure out exactly what it will take to sell your home. Can I come by today at (_____) or is (_____) better for you?

5. BUYER PRE-CONSULTATION QUALIFYING QUESTIONS

Name: _____ Date of Call: _____

Home #: _____ Cell #: _____

Work #: _____ Email address: _____

1. What price range are you looking in? (x)
2. Who has been helping you with your home search? (x) Good for you!
3. Are you currently renting the property you live in, or do you own?
4. When does your lease end?
5. Do you need to sell before buying? If yes: Excellent! What we can do is meet to discuss what your home is worth in today's market...as well as...what is available for you to purchase. Would ___at ___ work for you?
6. Who else is involved in the decision to buy a home? (x) Excellent!
7. When would be a good time for us to meet...so I can help you find the home you are looking for? Would ___ or ___ at my office work for you? (x) Perfect!
8. What other special requirements do you want in your new home?
9. I have access to every single property available. Have you seen any homes in a magazine, newspaper or driving around that you would like to see?
10. Do you already have a lender? (x) Perfect!
11. If yes: Who is the lender?
12. Pre-qualification amount: (x) Great!
13. My lender is extremely aggressive and finds the absolute best rates; would you like to get a second opinion on your loan?
14. I will have my lender contact you. His/her name is _____ with _____.
15. Let's get together on _____ at _____ to start the process, sound good?

6. PRE-QUALIFYING YOUR LISTING APPOINTMENT DIALOGUE

Hi (name)... it's (name) with (company)... I'm calling to confirm our appointment for (day/time)... does that time still work for you?

I'm really excited about the opportunity to work with you. I take this process very seriously and I'm committed to getting your property sold at the highest price in the shortest time frame. I want to be 100% prepared before I come out... so I have some additional questions for you... do you have a few minutes?

Let's confirm... when we sell your home... you're moving to (city), correct?

And you want to be there by (time frame) right?

Assuming you... choose me... to represent you... how soon can we begin marketing your property?

Tell me again... your main reasons for selling this property?

So... what price do you want to sell your home for?

How did you determine that price?

And... how much do you owe on the property?

Are there any other special features of the home... you feel could impact the value?

Is there anything that could be perceived as a negative... that could also impact the property value?

This sounds great... I'll be sending over my marketing proposal via email... will you take a few moments and review it before I arrive?

Will all the decision makers be there?

IF YOU ARE COMPETING... ask...

So tell me... what are you looking for in the agent you choose to represent you?

How will you know when you have the right agent?

Do you have any questions for me before I arrive to prepare for our meeting?

Obviously... if you are as confident as I am that I can... sell your home... will you be ready to... list with me... at the appointment?

(If no) Tell me about that? (discover and resolve)

(If yes) Wonderful... please have a copy of your key and your mortgage information handy for me, okay?

This sounds great... I have everything I need to prepare... Again... I'll be sending over my marketing plan and more... Will you take a few moments and review it?

I look forward to seeing you (day/time)... Have a great day.

7. UNIVERSAL PRE-QUALIFIER DIALOGUE

(You can use the dialogue for most leads you speak with by modifying your opening)

If you sell your home, where are you moving to? Terrific!

How soon would you like to be there? Tell me about that...

So what's causing you to move to (x)? Tell me more about that?

Who is involved in the process of (x)? How do you feel about it?

What has to happen in order for you to (x)?

Do you have a plan "B" ... in case this doesn't work out?

Let's go ahead and set an appointment...which is better for you... mornings or afternoons?

How about (____) or (____) time?

8. SAMPLE EMAIL TO INVITE DATABASE TO YOUR OPEN HOUSE

Subject Line: Guess what I'm doing this weekend?

Body of the email:

Hi (name), hope all is well with you. This weekend I'll be holding a just on the market listing at (address) open on from ____ to _____. If you're in the neighborhood, stop by. I would love to see you.

If you know someone who's looking for (describe simply the property) feel free to forward this along to them. Make sure you watch the video! I hope to see you soon.

9. SAMPLE DIALOGUE TO INVITE NEIGHBORS TO YOUR OPEN HOUSE

Hello... my name is (name) with (company)... and... I will be hosting a special open house at (location) on (day) from (1 to 4)... did you know this home was for sale?

(hand them a flyer/invite)

I promised the seller I would get the word out in the neighborhood... and I was curious... who do you know... that might want to live in our area?

Wonderful... again... It's this Sunday from 1 to 4... feel free to stop by... I'd love to show you the home...

By the way... have you ever considered selling your home?

10. OPEN HOUSE DIALOGUE

Welcome...Please come in. I'm (name) with (company)...

What's your name? Nice to meet you (name)

Do you live in the neighborhood... or are you out looking at houses today?

The sellers have asked everyone to sign in... for protection purposes... would you sign in please...

Come in and take a look around... (after they've looked)

11. IF THEY ARE OUT LOOKING AT OPEN HOUSES

1. How long have you been looking for a home?
2. How are you searching for properties now?
3. Have you seen any properties you liked?
4. Are you also looking in other areas? Tell me about that.
5. If you found the perfect home how soon would you like to move in?
6. What's your price range? Good for you!
7. Have you spoken with a lender and been pre-approved?
8. (Names)... I know of a few additional homes that are (coming to market/pocket listings/ on the market)... Would you like to see one of them?
9. When is the best time for you to see property?
10. Great let's get together on _____ at _____.
11. Before we meet... I have a terrific lender (their name) and they always seem to find the best rates, programs... and most importantly... gets the job done... would you like to get a second opinion on your borrowing options?
12. What's the best phone number and email for you?

12. IF THEY LIVE IN THE NEIGHBORHOOD

1. How long have you lived in the neighborhood? (x) Good for you
2. If you were to sell your home...where would you move to? (x) Terrific!
3. How soon would you like to be there? (x) Great! Tell me more about that...
4. So what's causing you to move to (x)? Interesting!
5. Do you have plan "B"...in case that doesn't work out?
6. Why don't we schedule an appointment... so I can show you what myself and my company can do to make this move good for you... Which is better for you _____ or would _____ be better?

13. DOOR KNOCKING DIALOGUE AROUND FARM

1. Hello... I'm _____ (name) from _____ (company). How are you today?
2. I'd like to introduce myself. You'll see me from time-to-time however if you have any questions regarding real estate please feel free to contact me.
3. Here is a neighborhood update for you.

You can stop here or...
4. I'm curious... how long have you lived here? That's wonderful!
5. How did you pick this neighborhood? That's awesome.
6. Where did you move from? Interesting!
7. If you could live anywhere else... where would that be? Wow!
8. When would you like to be there? Great!
9. I would love to hear more about your next move. Are you available to meet today at 5:00 or Monday at 6:30? Perfect!
10. I look forward to meeting with you and I'd like to send some information and an appointment confirmation to you via email. What's your best email address? Thank you!

DON'T FORGET TO GET THEIR NAME AND PHONE NUMBER!

14. DIALOGUE FOR LEAD FOLLOW-UP AND UNIVERSAL PRE-QUALIFIER

Two options....

Option One:

Hi (name) it's (name) with (company)... how are you today? We spoke (time frame or location or introduction) about your desire to (buy/sell/invest)... and... I'm following up as promised... to schedule an a time to meet with you... do you have your calendar handy? Are mornings, afternoons or early evenings better for you? How about (date) and (time)?

Option Two:

Hi (name)... it's (name) at (company)... I've been thinking about you and your desire to (action they want to take)... I've been doing some research... and would like to schedule a time to meet to (show you what I've found/see your home/discuss the next steps)... and I was wondering... what would be the best time to get together?

Universal Pre-Qualifier Dialogue

(You can use the dialogue for most leads you speak with by modifying your opening:)

- If you sell your home where are you moving to? Terrific!
- How soon would you like to be there? Tell me about that...
- So what's causing you to move to (x)? Tell me more about that?
- Who is involved in the process of (x)? How does (x) feel about (y)?
- What has to happen in order for you to (x)?
- Do you have plan "B"...in case this doesn't work out?
- Let's go ahead and set an appointment...which is better for you... mornings or afternoons?
How about (____) or (____) time

15. BUYERS UNIQUE SELLING PROPOSITION DIALOGUE

Buying the right home can be very challenging these days. How's it working for you? (Their response)

What I have found is most agents don't have a plan to help their buyers. Instead they just show them homes you could have seen online. By the way, are you looking for homes online? (Their response) Well... that's why we have developed a proven strategy to assist our clients in finding the right home, the right location or terms and at the right price. Is that something you would be interested in hearing about?

16. ATTRACTING BUYERS DIALOGUE

Based on what you have told me... I am certain I can assist you! Let's schedule a time to sit down so I can show you exactly how we position you to win in this market. What's your schedule like, this week?

Great, let's meet at my office, how's (day and time)?

At this meeting we will outline the best process for you and your family to buy a home... Sound good? I can't wait to meet with you!

17. BUYER CONSULTATION QUESTIONNAIRE

- So, tell me about yourselves. (Probe)
- What are some of the reasons for making the move? (Probe)
- How long have you been looking? (Probe)
- What websites do you use to find property? How's it going so far? (Probe)
- Tell me... what hasn't worked for you... in the home buying process?
- Have you seen anything you really like? Or written offers on? (Probe)
- Have you narrowed your focus to a specific community?
- What's important to you about the location/community you live in?
- Tell me about the... ideal... new home.
- How many bedrooms?
- How many baths?
- What additional rooms do you need?
- Tell me about your ideal location.
- What are the five things you can't live without? (Probe)
- What should we avoid with your new home? (Probe)
- What's most important to you in buying a new home? (Probe)
- And how is that important to you? (Probe)
- So.....let's recap...you want to buy a home with ____ , ____ and _____. And you also want a home with ____ , ____ and _____. Did I miss anything? (This is where you feed their values back to them.)
- And how about the agent you choose to represent you, what's important about that? (Probe)
- What's your timing... how soon would you like to be in the new home? (Probe)
- What's your plan "B" ... in case this doesn't work out?
- What price range are you looking in? (Probe)
- Have you met with a lender? What have they told you? How much money are you planning to put down? If there was an advantage to a second opinion, would you be interested?
- Is there anyone else involved in the home buying process? (Probe)
- I've asked you so many questions... do you have any questions for me?

18. BUYER CONSULTATION - EARNING EXCLUSIVITY

Now that I know exactly what's important to you... and we are clear on the home buying process...

I want to spend some time quickly showing you what I do above and beyond for my clients...

When you hire me as the agent to represent you I do so much more than the average agent. For example:

1. I only work with a small number of great clients at a time, to ensure a personal touch.
2. I preview daily and weekly previewing on your behalf.
3. I contact best agents for their "coming soon" listings getting you early notice.
4. I use the Yikes Marketing Letter to find off market homes.
5. I research bank owned and notice of defaults (if available).
6. I will door knock communities you like to find you a home.
7. I will only show you property that matches what you want.
8. I will negotiate aggressively on your behalf.
9. I will work with your lender and our affiliates... to ensure a smooth transaction... and close.

Bottom line...

- Buying a home can be stressful... my job is to remove as much of the stress as possible... does that make sense?
- So, would you like me to help you find a home?

19. OBJECTION HANDLING DIALOGUES

"How about if I sign your agreement after we go out one or two times?"

I hear you... in that case... let's sign a one party showing agreement on the homes you'd like to see... it's done everyday in real estate... let me grab that.

"I have a friend in the business who will give me a discount commission. Will you do the same?"

No... I would suggest working with your friend instead... (pause) ... (Name), I'm curious... is your friend willing to do all the extra work I'm willing to do? And do they have my contacts, resources and skills?

"My listing agent is giving me a point back if I buy a home through him. Will you do the same? If not, why should I use you?"

Simple... Your listing agent is busy working to get your home sold... I'm going to put my aggressive marketing plan to work to find your home... besides... my commission is paid by the seller... okay?

"I don't want to commit to one person right now."

I hear that a lot... and guess what... most people start by talking to lots of agents... until they find one who clearly stands out... (Name)... based on everything I've shown you... do you believe I can find, negotiate and get you into your new home? Then put me to work!

"I'm not buying for another three to six months."

Great, then it is an excellent time to do some research together. We'll have time to get to know each other.

“What if we don’t like each other after we are working together?”

I can appreciate that... and my experience is the only way this will happen is if we are not in constant communication and open and honest about what’s important... does that make sense?

“I haven’t had a chance to interview anyone else. I’d like to take some time and see what other options I have.”

I welcome it. Take your time to make sure you are making the best possible decision for you. (Help them to understand the difference between you and using a listing/buyer agent. Help them to understand the game plan, representation, negotiating skills and the time you can devote to them.)

Lined area for notes with 25 horizontal lines.
