
HOW TO HANDLE THE BUYER PHONE INQUIRY



A Quick Guide to Stay On Track, Build Rapport, and Schedule a Buyer Appointment with Less Stress and More Success!

We get a lot of questions on our coaching calls – one of which is, “How do I handle the phone inquiry – without giving away the address?”

Listen, I know there’s a lot of competition out there. That’s why I teach our Power Agents® the skills, dialogues, and strategies that will help them feel strong and confident in every situation. From answering listing inquiry calls, to expertly navigating a listing conversation (in person or virtually), to getting a buyer to commit to signing a Buyer Agency Agreement.

Buyers and sellers need us more than they ever did. They need a trusted resource to help protect their interests and ensure they get a good return on their investments.

This quick dialogue guide is designed to help you stay on track, build rapport with a buyer, and set an appointment to go over the 6-Step Buying Process.

Good luck out there! We’re here to help!

You can visit www.ThePowerProgram.com or call us at 800-395-3905 if you have questions.

Keep Smiling!



Darryl Davis, CSP



HOW TO HANDLE THE BUYER PHONE INQUIRY

Part 1: Introduction

1. *“Hi, This is _____, who am I speaking with? And your phone number please?”*
2. *“How may I help you?”*

Part 2: Status

“Yes, I know the home. We’ve been getting a lot of calls on that property. Could I ask you to hold for a moment while I check the status of it?”



Part 3: Qualify

“Mr. or Mrs. Hunna Hunna, thank you for holding — that house is still available. Are you calling for yourself or someone else?”

1. *What is your primary price range?*
2. *Have you been looking a while, or did you just start? How long have you been looking in this area?*
3. *Any particular reason for wanting to buy around here?*
4. *How many houses have you actually seen?*
5. *Have you seen any houses you liked? Why didn't you buy one of those?*
6. *When were you thinking of making the move?*
7. *Are you renting now, or do you own?*
8. *What is the initial investment you are working with?*
9. *Does that include the money needed for closing, which would be about \$_____ or are you counting that separately?*
10. *Are you working with another agent?*
11. *May I have your email address?*



Answer

Question



Question

Answer

Part 4: Fair Exchange

During this part of the conversation, you'll let them ask questions, then answer, then ask one yourself, and repeat.

An example might be:

Buyer: *"How many bedrooms does the house have?"*

Agent: *"Three."*

Agent: *"Is that the amount of bedrooms you need for your family?"*

Buyer: *"Yes, how many bathrooms?"*

Agent: *"2.5."*

Agent: *"Is that enough bathrooms?"*

Buyer: *"Yes."*

Part 5: Invite Action

1. Confirm.

So, just to confirm, do you want to set up a time to see the house?

2. Are they serious about buying a home?

On a scale of one to ten – how ready are you to buy at this time?

3. Validate Your Company.

It's really fortunate that you called at this time because our company is considered a one-stop-shop superstore for helping buyers find the perfect home for their families. I'm so glad we connected!

4. Get Them Excited About The 6 Step Buying Process

In addition to showing you the home, at (company name), we have a 6-Step Buying Process which helps make this whole home buying experience simple and streamlined.





Part 5: Invite Action, Continued...

4. Schedule One-Hour Appointment

Can we schedule a time where I can virtually go over this 6-Step Process with you?

5. Lender Conversation

By the way, have you spoken to a lender yet about getting a pre-qualifying commitment?

(If no...)

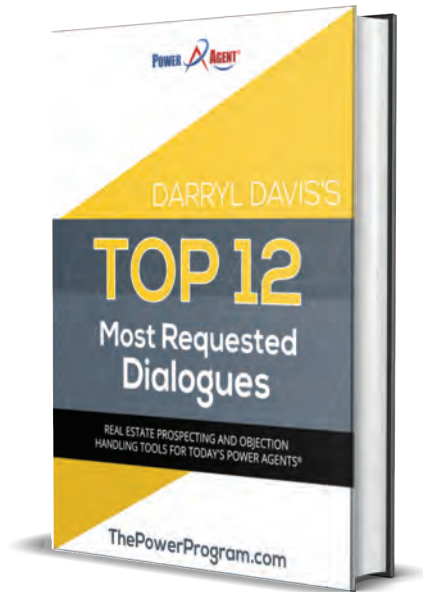
All right, then, what I'd like to have you do before our call is to get with a lender. Let me give the names and numbers of a few that we use and trust here at (company name). Sound good?

6. Confirm Appointment

Send out calendar and meeting links via email to your new buyer prospects!

Ready to master more prospecting dialogues?

Head to www.ThePowerProgram.com, login to your account, and head to the Prospecting tab in your Classroom to download “*The Top 12 Most Requested Dialogues eGuide!*”



The tried and true dialogues that get you in the door, build rapport, generate more business and kick start better business relationships.



Not yet a Power Agent®?

Did you know that for less than a dollar a day, you can have access to hundreds of marketing, prospecting, and objection handling tools – live weekly coaching, podcasts, webinars, and more?

Start your Power Agent® trial and have total access for 30 Days to every tool we have including letters, dialogues, training tips, webinars on demand, eGuides, and marketing tools.

If you're ready to have everything you need to handle whatever the market tosses your way — get started today!

Need help? Contact our team today at (800) 395-3905!