**Cold Call for Telemarketer**

Step 1. Identify

1. *May I speak with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.*

**Step 2. Introduce**

*1) This is \_\_\_\_\_\_\_\_\_ and I’m calling for \_\_\_\_\_\_\_\_\_\_\_ from POWER Realty; how are you?*

*2) Are you familiar with our company?*

**Step 3. Clarify**

*1) The reason why I’m calling is because \_\_\_\_\_\_\_\_\_\_\_\_ (build inventory, just listed, just sold) and he/she was wondering if you knew of anyone who was thinking about selling their home in your neighborhood?*

**Step 4. Find Out What They’re Committed To**

*1) How long have you folks lived in the neighborhood?*

*2) Is this your first or second home?*

*3) Have you ever thought of moving?*

*4) If you were to move, where would you move to?*

*5) Why there?*

*6) Have you seen any homes there? So why haven’t you moved?*

**Step 5. Invite Action (Mix & Match)**

*1) If it made sense financially, would you consider making the move to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?*

*2) Why don’t we do this. Why don’t we find the time, when you can meet \_\_\_\_\_\_\_\_\_\_\_, you can show him/her your house, and he/she can tell you how much you house is worth in today’s market?*