

1 Identify

Hello, I am looking for

2 Introduce

Hi, this is (Telemarketer Name),
calling for (Your Name) from (Your
Company); how are you?

3 Clarify

The reason that I'm calling is because our records show that you tried selling
your home ----- months ago. Is that correct?

4 Find Out What They're Committed To

1. The reason why I asked is that (Your Name) listed a lot of homes in your
area around that same time, and they have sold.
2. Where were you planning on moving to?
3. Why there?
4. When were you hoping to get there?
5. Have you seen any homes there?
6. How long have you been living in this house?

5 Invite Action (Mix & Match)

1) If ----- had a buyer who was willing to pay you
\$----- for the house, and you wouldn't have to pay a
brokerage fee out of that, would you be interested?

2) It is possible in some cases to do that, but first ----- would
have to see your home. Why don't we find the time, when you can get
together with -----, you can show him/her your house,
and see if we can help you get to -----?