

Top 10 Tips For Effective Phone Calls

1. Know Your Communities (Inventory)
 - a. How many homes are on the market?
 - b. What are the price ranges of homes for sale?
 - c. What are the most popular models in each community and why?
 - d. What are the best locations in each community?
2. During the Conversation
 - a. Standup – don't lean back or be slouched over
 - b. Smile – people can hear you smiling over the phone
 - c. Listen – the customer should be talking 80% of the time
3. Create and Use a Professional Greeting
 - a. Don't just wing it; have a greeting allows you to perfect your call
 - b. Practice using the same greeting each time so you can perfect it
4. Customize the Conversation
 - a. Mention something specific to their inquiry on 55places.com
 - i. This reminds the customer they contacted you and
 - ii. This shows you are listening and paying attention to them
5. Get Customers to Visit Your Communities by Getting Them Excited About:
 - a. Your area, weather, community and amenities
 - b. On average, 50% of the people you meet in person will buy a home.
 - c. You will rarely sell a home to someone you don't meet.
 - d. The main objective is to motivate your customers to come visit
6. The BEST Way to Build Rapport with Anyone is to:
 - a. Mirror their tempo, volume, tonality, vocabulary, etc.
 - b. People like people that are like them
 - c. If they speak loudly, you should speak loudly
 - d. This is a sign of respect to enter their world
7. Help Them Determine Their Wants & Needs by Asking the Right Questions
 - a. What is most important to you in your next home?
 - b. What activities are you most excited to get involved in?
 - c. What is making you consider moving?
 - d. How long have you been thinking about this?
8. Answer Their Questions and Peak Their Interest
 - a. One of the best ways to do this is to ask "Did you know" questions
 - b. "Did you know that our average temperature is 75 degrees?"
 - c. "Did you know our city was rated one of the best places to retire"
 - d. "Did you know this community was voted..."
9. Ask For The Appointment
 - a. The main objective of every call is to schedule an appointment
 - b. You will rarely ever help someone buy a home if you haven't met them
 - c. Many people think they are too young to live in your community...until they visit and see the other residents
10. Call to confirm the appointment 3-5 days prior
 - a. Calling to confirm your appointment allows you to answer other questions that have come up and confirm the date and time you set up still works.
 - b. Many times customers will "sneak out" to visit a community prior to meeting with you. If it's a new construction community, you may be out of the deal.