



**THE SALES SCRIPT  
EBOOK**  
for Real Estate Agents

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# SALES SCRIPTS

**IT IS CRUCIAL TO UNDERSTAND THAT THERE IS IN FACT A PROVEN STRUCTURE TO A CONVERTING SALES SCRIPT**

Understanding the sales structure and then implementing that structure in all your sales calls conversations will serve you better than trying to learn or follow a script word for word.

When you try to follow a sales script word for word, it will mean that you are trying to fit the sales prospect's responses and their needs into the little boxes of your script. Not only will this

result in you not hearing the prospects real needs, or understanding the true pain points of the prospects needs in the sales dynamic, it can also result in you sounding like a robot.

When it comes to successfully selling there are crucial elements to the dynamic which are never missed by performing salespeople and are always missed by underperforming salespeople.

They are as follows:

1. Sales is about listening. NOT talking.
2. Identifying the prospects true need is the quickest and surest path to successfully selling anything.

## LET ME EXPLAIN THIS FURTHER FOR YOU

When you structure the sales call and sales script correctly, the questions within the scripts will prompt the prospect to talk... as performing salespeople, we want the prospect to talk at a minimum twice as much as we do in the sales conversation.

As the more the prospect is talking, the clearer we will become on the prospect's needs.

The clearer you are on the prospect's needs, the more effectively you will be able to communicate to the prospect, the benefits of doing business with you and how you can better understand and solve the prospects problem.

When you can understand and solve the prospects problem - then my friend you will have a successful sale.

When you under promise and overachieve in a sales dynamic my friend - then you will earn client testimonials and reviews. It is far easier to under promise and overachieve in a sales dynamic when you have crystal clear clarity on your client's true pain points and what needs to happen to solve their problem. The result being for you, happy clients, and a healthy flow of commissions to your bank account.

Enough client testimonials, reviews and real sales results, often times will then negate the need for cold calling altogether, as your activity in the local marketplace and sales reputation alone will earn you consistent incoming sales opportunities.

## LET'S NOW BREAK OUT THE PROVEN STRUCTURE OF A CONVERTING SALES SCRIPT

Following this, we'll then focus on each section of the sales script and break it out for you, so you understand better how to implement this sales script structure best into your sales calls and conversations.

# CONVERTING SALES SCRIPT

FOLLOW THIS SALES SCRIPT STRUCTURE TO  
ENSURE YOUR SALES CONVERSATION WITH  
ANY PROSPECT TYPE CONVERTS TO  
SIGNATURES ON DOTTED LINES AND  
COMMISSIONS PAID

STAGE 1: INTRODUCTION AND OPENING



STAGE 2: OPEN QUESTIONS TO IDENTIFY NEED



COMMUNICATION OF BENEFITS WHICH CAN  
STAGE 3: SOLVE THE PROSPECTS NEEDS



STAGE 4: HANDLING OBJECTIONS



CLOSED QUESTIONS TO LEAD THE  
STAGE 5: CONVERSATION TO A CLOSING SALE



STAGE 6: CLOSE



# LET'S NOW BREAK OUT EACH STAGE OF THE SALES SCRIPT TO HELP YOU UNDERSTAND IT BETTER

When you understand the process of the sales script and structure well, you will better reap the rewards of the process in your business and in the earning of consistent commission payments.

## 01

### THE OPENING

The first 30 second interaction between people is a critical point as to whether the interaction between those two individuals will continue. The same of course is true with a sales conversation.

In general, most people enjoy conversing with upbeat and well manner people.

The same is true for the sales conversation.

In general, nobody likes to feel like they are being sold to.

The same is true for the sales conversation.

So, with this in mind how do you in fact effectively open a sales conversation so that it results in the continuation of the conversation.

## FOLLOW THESE STEPS

- **INTRODUCE YOURSELF**

In the case of being a real estate agent.

The best performing opening introduction line is -

Hi I'm 'NAME', I am the local real estate agent for 'AREA WHERE HOME OWNERS PROPERTY IS LOCATED'.

For this introduction and opening to be most effective, it is immediately followed with an opening technique.

## THE FOUR MOST EFFECTIVE OPENINGS WHICH YOU CAN USE ON A SALES CONVERSATION ARE AS FOLLOWS:

### **Question Opening**

Asks an engaging question that relates to the purpose of the call but is on a subject matter that is important or of interest to the prospect.

### **Informative Opening**

Informs the prospect on a piece of information, that they did not know and is likely to be of interest to them.

### **Flattery Opening**

Is as it sounds, it is where you appropriately flatter the prospect. In the case of a property owner, the flattery would be towards their property.

### **Offer Opening**

This is where your purpose of the call is to offer the prospect something.

## **HERE ARE SOME EXAMPLES OF EACH WHICH YOU CAN IMPLEMENT IN YOUR SALES CALL'S GOING FORWARD**

### **Question Opening**

Using the opening question technique, gets the prospects attention and engages them in the conversation straight away.

#### *Homeowner Prospect Type*

Hi I'm NAME, I am the local real estate agent for AREA WHERE HOME OWNERS PROPERTY IS LOCATED. I was wondering, when was the last time you received a free update on the market value of your home?

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#### *Expired Listing Prospect Type*

Hi I'm NAME, I am the local real estate agent for AREA WHERE EXPIRED LISTINGS PROSPECTS PROPERTY IS LOCATED. I noticed you had your property listed for sale a little while back, but the listing has now expired, is there a reason you chose not to sell your property at that time?

#### *Property Developer Prospect Type*

Hi I'm NAME, I am the local real estate agent for AREA WHERE THE NEW DEVELOPMENT IS LOCATED. I notice you have a new development under construction on THIS street, when are you hoping to have the properties fully complete?

#### *Landlord Prospect Type*

Hi I'm NAME, I am the local real estate agent for AREA WHERE LANDLORDS PROPERTY IS LOCATED. I noticed you have THIS property advertised for rent, how are you finding the activity in the rental market at this time?

### **Informative Opening**

Using the Informative opening technique, gets the prospects attention, spikes their interest and encourages them to keep the conversation flowing.

#### *Homeowner Prospect Type*

Hi I'm NAME, I am the local real estate agent for AREA WHERE HOME OWNERS PROPERTY IS LOCATED. I am just touching base with the local homeowners to share that THIS LOCAL PROPERTY performed exceptionally well on the market, it sold in only THIS NUMBER OF DAYS for THIS PRICE.

#### *FSBO Prospect Type*

Hi I'm NAME, I am the local real estate agent for AREA WHERE THE FSBO'S PROPERTY IS LOCATED. Congratulations on listing your home for sale, I see 3 other properties on the same street have come for sale in the last 7 days.

#### *Expired Listing Prospect Type*

Hi I'm NAME, I am the local real estate agent for AREA WHERE EXPIRED LISTINGS PROSPECTS PROPERTY IS LOCATED. I noticed you did not proceed with your plan to sell your property last year; did you know that the average property price for the area is now up 8%\* on last year's figures?

#### *Property Developer Prospect Type*

Hi I'm NAME, I am the local real estate agent for AREA WHERE THE NEW DEVELOPMENT IS LOCATED. I see your project at THIS LOCATION is nearing completion, did you know we're seeing an influence of overseas buyers in the market, purchasing properties for their children to attend the local university?

#### *Landlord Prospect Type*

Hi I'm NAME, I am the local real estate agent for AREA WHERE LANDLORDS PROPERTY IS LOCATED. Did you know the latest figures from THIS GOVERNING BODY are showing rents are decreasing for the area, yet there is a steady rise of first-time home buyers purchasing property in THIS marketplace.

### **Flattery Opening**

In the words of the infamous Mae West 'flattery will get you everywhere'.

#### *Homeowner Prospect Type*

Hi I'm NAME, I am the local real estate agent for AREA WHERE HOME OWNERS PROPERTY IS LOCATED. I just had to call, I was meeting with some clients on your street and I couldn't help but notice that beautiful lawn/garden/pool/renovations you must have invested a lot of time in that project?

OPENING TYPE

PROSPECT TYPE

### *FSBO Prospect Type*

Hi I'm NAME, I am the local real estate agent for AREA WHERE THE FSBO'S PROPERTY IS LOCATED. I just had to call, I noticed you're listing online and oh my goodness what a beautiful property you have listed for sale, the photography work is excellent.

### *Expired Listing Prospect Type*

Hi I'm NAME, I am the local real estate agent for AREA WHERE EXPIRED LISTINGS PROSPECTS PROPERTY IS LOCATED. I just had to call, I noticed your property online when I was researching expired listings in the area and oh my goodness what a beautiful property you have /garden/pool/location etc. I am surprised your property wasn't snapped up.

### *Property Developer Prospect Type*

Hi I'm NAME, I am the local real estate agent for AREA WHERE THE NEW DEVELOPMENT IS LOCATED. I see your development is coming to completion, those properties are simply stunning/ the workmanship looks so superior/ the location beside the park/beach is just unbeatable.

### *Landlord Prospect Type*

Hi I'm NAME, I am the local real estate agent for AREA WHERE LANDLORDS PROPERTY IS LOCATED. I just had to call, I noticed your rental listing online today and it struck me what a fine property it is to be rented.

### **Offer Opening**

A recent study explains why the general population reacts to offer promotions. In general people are either value-conscious or deal-prone.

"Value-conscious" consumers appreciate a sales promotion solely for the cost savings it provides.

"Deal-prone" shoppers are not only more likely to buy a product during a sales promotion because of the monetary savings, but also derive a psychological uplift from the satisfaction of getting a good deal.

In real estate, offer types of opening, can be effective in fishing out which property owners have the thoughts of selling their property on their mental radar. As well as being effective in persuading indecisive clients.

### ***For all prospect groups the offer sales script will be similar***

*Homeowner Prospect Type*

*FSBO Prospect Type*

*Expired Listing Prospect Type*

*Property Developer Prospect Type*

*Landlord Prospect Type*

### **Example 1:**

Hi I'm NAME, I am the local real estate agent for AREA WHERE THE PROPERTY IS LOCATED. I am currently putting together detailed market updates on the current market value of the

OPENING TYPE

PROSPECT TYPE

properties located in THIS AREA. When did you last receive an update on the market value of your property?

**Example 2:**

Hi I'm NAME, I am the local real estate agent for AREA WHERE HOME OWNERS PROPERTY IS LOCATED. We spoke a number of months back, I just wanted to let you know we are running an offer for the month of June on commission packages/ marketing packets, where you can receive XX % off - How have you been tracking in your thoughts of selling.

## THE INTRODUCTION IS FOLLOWED BY A FOCUS ON QUESTIONING

Remember in order to successfully sell anything, you must be able to identify the prospects needs and then be able to communicate back to the potential seller a benefit centric solution.

When you understand exactly why questioning is important, it is far easier for you to engage the open questioning technique in your sales conversation with the prospect.

Your sole goal is to work out their true need and its fuelling emotion which is motivating or fuelling that need.

The Open question technique is when you begin your questions to the prospect with sentences that begin with the words.

## WHO, WHAT, WHEN, WHERE, WHY AND HOW

The reason these questions are called open questions is the elicit a fuller answer from the prospect, in which the prospect gives you information or context. The prospect cannot answer an open question with the answer yes or no.

Where the prospect can answer the question YES or NO, that is in fact a closed question. These questions are also very important, however are better used further along in the objection and closing stage of the sales conversation.

Below are listed some open questions for you, you will notice I have left blank spaces below my examples, they are for you to fill in examples of open questions you could use on your next sales call.

A top tip to practicing open questions so they become a natural dialogue for you, is to practice with your child / sibling or spouse. Play a game where the first person who can answer YES or NO to a question WINS and the question asker

PROSPECT loses./PE

# OPEN QUESTIONS

Who designed the renovation for you?

Who did you previously list your property for sale with?

Who else do you know that sold through the FSBO process?

Who looks after your rentals for you?

What was the reason you invested in the new paint job on the property / landscaping/ pool/ renovation?

What was the deciding factor for you in choosing to build in this area?

What made you withdraw your property from the market?

What made you lease the property rather than sell it?

What made you choose to go with the FSBO process over engaging an agent?

When did you purchase the property?

When did you last receive a property market update on the property?

When did you start developing property in this area?

When did you decide to get into the rental game?

When did you withdraw your property?

When did you first learn/here about the FSBO process ?

# OPEN QUESTIONS

## Where

TASK: Come up with 5 questions for the different prospect types

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Why

TASK: Come up with 5 questions for the different prospect types

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## How

TASK: Come up with 5 questions for the different prospect types

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## THE TRICK IS TO USE THE OPEN QUESTION TECHNIQUES AGAIN IN RESPONSE TO THE PROSPECT'S RESPONSE TO YOUR FIRST QUESTION. THIS IS HOW YOU WILL LEARN MORE ABOUT THE SELLERS NEED AND THEIR MOTIVATIONS.

You will find, you in fact do have this naturally curiosity in your own day-to-day conversations anyway – all you're doing differently in this sales dynamic is you are being intentionally curious, in order to facilitate yourself better to hear, understand and address the prospects needs.

## BELOW IS AN EXAMPLE OF HOW TO CONTINUE THE OPEN QUESTION TECHNIQUE IN A SALES CONVERSATION

*Agent: Who did you previously list your property for sale with?*

*Seller: We had it listed for sale with THIS agency.*

*Agent: Oh yes, I know that agency, how was your experience with them?*

*Seller: It was fine, they tried hard.*

*Agent: Oh that's good to hear, so why did you decide not to proceed with the sale.*

*Seller: we were struggling to get the price we required.*

*Agent: Its so frustrating when that happens right! What price were you hoping to achieve?*

*Seller: THIS price.*

*Agent: Ok I see, how many offers did your agent bring you?*

*Seller: oh, actually I don't believe he brought us any written offers, we did have one couple interested but it didn't go any where.*

*Agent: Oh that's unfortunate, how long was the property on the market?*

*Seller: THIS long.*

*Agent: Gosh you guys really stuck with it to try get it sold huh! If you had managed to get it sold, where would you like to have purchased?*

*Seller: Oh, I would have liked to be closer to my daughter and grandkids, and we would love something smaller, the garden is just too much for Joe now, especially with his back and knees.*

**WHAT I WOULD LIKE TO POINT OUT HERE, IS HOW MUCH INFORMATION IN A NATURAL AND CONVERSATIONAL MANNER YOU CAN EXTRACT FROM A PROSPECT WHILE ENGAGING THE OPEN QUESTION TECHNIQUE. THE SECONDARY RESULT IS THE PROSPECT FEELS YOU ARE INTERESTED IN AND WILLING TO UNDERSTAND THEIR NEEDS, WHICH ALSO BEGINS TO BUILD A RELATIONSHIP OF TRUST FROM THE PROSPECT TOWARDS YOU.**

The open questioning technique should be engaged until you feel you are clearer on the prospects true needs and can begin to communicate the benefits of doing business with you to solve their problem.

**THE TECHNIQUE TO UNDERSTAND AND CONFIRM THAT YOU DO HAVE A CLEAR UNDERSTANDING OF THE PROSPECTS NEEDS IS TO REPEAT THEIR NEEDS BACK TO THEM, THEY WILL EITHER NATURALLY CONFIRM YOUR UNDERSTANDING, OR THEY WILL ADD TO OR CLARIFY YOUR UNDERSTANDING.**

### **Here is an example**

Ok Ms Property Owner, from what I am understanding you're saying here, is that the family home is very dear to you, as it is where you raised all your babies, however the upkeep of the home is just too much on you both, and you'd like to be closer to your daughter and the grandkids, and what held you back from selling last year was at the time, the agent was not able to achieve the price they advised you the property was worth? Have I got that right?

**YOU'LL NOTICE THE USE OF A CLOSED QUESTION HERE. "HAVE I GOT THAT RIGHT?" CLOSED QUESTIONS WILL ELICIT A YES OR NO ANSWER. CLOSED QUESTIONS ARE EFFECTIVELY USED WHEN HAVING THE SELLER CONFIRM DETAILS BEFORE YOU SHIFT TO THE NEXT STAGE OF THE SALES CONVERSATION.**

**THE NEXT STAGE OF THE SALES CONVERSATION IS WHERE YOU, WILL COMMUNICATE THE BENEFITS OF YOUR SERVICE AS A SOLUTION TO THE SELLER'S PROBLEM.**

There is a very simple equation to getting this part of the sales script right no matter the conversation.

I explained that to be a great salesperson, you in fact listen twice as much as you talk. When you are understanding what you're listening for, it makes it so much easier to understand your role in any sales conversation.

**ASTUTE SALESPEOPLE ARE LISTENING FOR THE TRUE NEED OF THE PROSPECT.**

The open questions prompt the conversation from the prospect. In between the words, and in some cases lack of words on a topic, the salesperson will listen and hone in on the needs of the prospect in the dynamic of the sales transaction.

**THE REASON FOR THIS DILIGENT WORK IN LISTENING FOR THE NEED IS BECAUSE WHEN YOU ASCERTAIN THE NEED, YOU CAN THEN MATCH THE NEED WITH THE PERFECT BENEFIT YOU OFFER IN DOING BUSINESS WITH YOU.**

### **And therein lays the art of selling**

The very simple equation is – find the need – then respond to the need with the benefits of your service that will meet the prospects needs.

It's a very simple dynamic, yet many salespeople stumble here.

I will explain why, firstly, they do not take enough time to engage in the open questioning technique to clarify the prospects needs, they do not then confirm that they have understood correctly the prospects needs, and finally they confuse the meaning of selling point and benefit.

*A Selling Point* is a feature of a product for sale that makes it attractive to customers.

*A benefit* is the ways in which the customer's life will improve because of those features.

# A SELLING POINT **VS** A BENEFIT

"We're the largest real estate company in this area and we have the highest number of sales"

You can feel confident in your choice that our real estate company is the right company to list your property for sale with. The trust that so many of the local property owners have put in us over the years to sell their properties have resulted in our company being the best performing real estate company in this area. Our sales surpassed all other real estate companies by X %.

We utilize aerial photography on all our listings as standard.

We all know the number one rule when it comes to selling and purchasing property is location, location, location, we find that using aerial photography to really highlight a properties excellent location and ease of access to the local amenities really helps buyers understand the value of the home has in improving their lifestyle. Aerial photography is also great for displaying the size of the property.

We utilize aerial photography on all our listings as standard.

The experience I have had in listing and selling No.x and also No.x on this street has given me an invaluable understanding of where the buyers are really seeing value in this property type, this will really stand to us when we're preparing the online marketing for the listing, as we can ensure the wording and photos are really highlighting those points that are important to our target buyer. This will really support us getting the right buyer and right price for your property.

# PRACTICE

<b>Add 5 selling points here</b>	<b>Now break out the benefit of each selling point here</b>
1.	
2.	
3.	
4.	
5.	

To finish up this section.

**THE ART OF SELLING IS TO USE OPEN QUESTIONING TO ASCERTAIN THE TRUE NEED AND THE EMOTION THAT IS DRIVING THAT NEED, AND THEN ONCE YOU HAVE CLARIFIED THAT YOUR UNDERSTANDING OF THE NEED IS CORRECT, RESPOND TO THAT NEED WITH BENEFIT THAT BEST MEETS THE NEEDS OF THE PROSPECT.**

**The final two steps of a converting sales script are as follows**

- ASK FOR THE BUSINESS
- Handle the objections

The best performing salespeople in any industry have mastered one very important skill.

It's the one skill that makes them the most money and brings them the most success in their sales role, no matter the industry ... Do you know what that skill is?

It's that they know how to ask for the business!!

Ok Mr and Mrs client - are you ready to buy?

In the case of the listing presentation appointment, ok Mr + Mrs Property Vendor, are you ready to sign the listing agreement?

And do you know what the next best skill top salespeople have mastered? It's being able to sit relaxed and intently quiet and wait on their client's response.

There is such power and strategy in this understated sales tactic.

*This sales tactic will bring to a head any underlying objection that is holding the property vendor back, therefore giving the salesperson another chance to understand the objection and the opportunity to problem solve with the prospect.*

The fact is, no matter how skilled you are as a salesperson, and no matter how many polished sales tactics you engage and apply throughout the listing presentation process with the property vendor, there are times when the prospect is just not ready to sign yet.

However, its critically important that you learn to differentiate between misaligned timing, and the seller harbouring an objection to engaging you as their listing agent which you have either not yet, or incorrectly identified.

To handle the objection correctly, revert again to the open questioning technique, except this time, question around the objection to try to get a better understanding of a need you have missed or a driving emotion you have discounted.

## **ALWAYS REMEMBER AN OBJECTION IS A WILLINGNESS TO DO BUSINESS.**

Next engage, *closed questions* to lead the conversation to a closing sale.

Closed questions are questions which encourage the answer YES or No.

## **HERE ARE SOME EXAMPLES OF CLOSED QUESTIONS AND DIRECT QUESTIONS WHICH CAN BE USED WHEN MOVING A SALES CALL FROM THE OBJECTION STAGE TO A SUCCESSFUL CLOSING.**

### **THE PURPOSE HERE IS TO ASCERTAIN WHETHER THIS PROSPECT IS ACTUALLY WILLING AND READY TO SIGN ON THE DOTTED LINE.**

*Question:* Are you now ready to sign the Listing agreement with me today?

*Question:* Will \*this date\* suit you to hold the first home open? / Book photographer?

*Question:* What is that one thing that is holding you back from signing the listing authority with me today?

*Question:* Are the marketing fees the only thing that are holding you back from committing to list the property for sale with me today?

*Question:* Mr/Mrs prospect, if the commission fee was not an issue to you, would you be happy to sign the listing agreement with me today?

## **WHAT TO DO WHEN A PROSPECT IS NON-COMMITTAL ON THE COMMISSION FEE'S OR MARKETING FEES:**

Your task and the best approach you can take here is to help the prospect understand the value comparison of paying your commission amount as opposed to a competing agent's commission amount.

The easiest way to help any prospect understand the value you offer is to revert back to their needs and the benefits you offer.

## **IF YOU CAN SHOW HOW YOUR BENEFITS TRULY SOLVE THEIR NEED, THEN YOU SHOULD BE EASILY ABLE TO HAVE THE PROSPECT AGREE TO PAY THE REQUIRED COMMISSION.**

The fact is, no matter how skilled you are as a salesperson, and no matter how many polished sales tactics you engage and apply throughout the sales conversation with the property vendor, there are times when the property vendor is just not ready to sign yet.

However, its critically important that you learn to differentiate between misaligned timing, and the seller harbouring an objection to engaging you as their listing agent which you have either not yet, or incorrectly identified.

Let's look at how you clarify whether you're facing an issue of misaligned timing, a missed objection, or in some cases you're missing a person of influence!!!!

It all comes back to understanding the property vendors driving emotions and motivations and engaging the open-questioning technique – again!

If you could take only one thing from this ebook, I would want you to take the use of open- question technique, and implement it into your sales process. Asking questions which start with the words, Who, What, When, Where, Why and How, will help you glean a better understanding of the sellers emotions and motivations around selling their property, or in the case of objections, what is holding them back from engaging you as their real estate agent.

With this information you can understand the property vendors need, and problem solve to offer them a workable solution, to neutralize their objection.

However, there can be 2 other factors that will hold a prospect back from signing on the dotted line which are simply out of your control, and unless you engage the open-questioning technique you may misread the situation and leave the listing opportunity along with a whole heap of money on the table!

### **These 2 factors are:**

- The timing simply is not right for them. These vendors are nearly ready, but just not quite yet.
- There is a person of influence in their life, that is not the key decision maker in listing their property for sale, however, will influence their decisions within their life. That could be a parent, a romantic partner, a friend, or family member.

The best sales approach you can take to ensure this vendor does list their property for sale with you, is to be empathic of their struggle to commit, and use your open question technique to ascertain what they will need to make that final decision and when they feel they will be able to do that.

Following the sales conversation, its imperative you then master your ongoing sales pipeline management of this property vendor to ensure you reap the rewards of all your hard work and you get paid!

The best pipeline management action you can now take is to send the vendor regular market updates, which are relevant to his/her property, include information on recently listed and sold properties which are comparable to the vendors property, include any new testimonials or reviews which you received since the sales conversation.

In each piece of communication, you send or direct to the property vendor make sure to reference the property vendors needs and motivations around selling their property and always ask the question, how are they tracking with the decision to list the property for sale.

**FOLLOW THIS SALES SCRIPT STRUCTURE TO ENSURE YOUR SALES CONVERSATION WITH ANY PROSPECT TYPE CONVERTS TO SIGNATURES ON DOTTED LINES AND COMMISSIONS PAID.**

Stage 1: Introduction and Opening
Stage 2: Open Questions to identify need
Stage 3: Communication of benefits which can solve the prospects needs
Stage 4: Handling Objections
Stage 5: Closed questions to lead the conversation to a closing sale
Stage 6: Close