Script Guide

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6. Lead the Conversation through Questions
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1. Prepare to Inspire

Three Steps to Preparation

1. List three people you can practice with. These should be people who won’t be easy on you and who will tell you when you need more work.
   (Look to: MAPS Coach, your Team Leader, ALC members, family members, and friends.)
   
   1) ___________________________  Write these down now.
   
   2) ___________________________
   
   3) ___________________________

2. Carve out the day, time, and place for your preparation. Plan for about 30 minutes once a week.

   Day: ___________________________  Time block now (in red)

   Time: ___________________________

   Place: ___________________________

3. Clarify your commitment.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
2. Craft Your Conversation

Make the First Call

Why do you want to meet?

To get to know them better.

Are you going to try to recruit them?

No—you are a connector, not a recruiter.

Script!

Hi [Agent Name], this is [Your Name].

It was so much fun [doing that transaction with you/being in class with you/meeting you at the book club]. I really liked the way you handled [whatever you noticed about them].

[Agent Name], can we go meet for coffee next Tuesday? I just want to get to know you. And I have a small gift of appreciation I’d like to give you. Is that okay? How about Tuesday at 10:00 a.m.?
When You Meet

When you meet, thank them for meeting with you. Then, ask them questions about themselves and their business.

Script!

[Agent Name], thanks for meeting with me! I appreciate your time and the opportunity to get to know you.

Share a Great Gift

- *SHIFT* ([kwu.kw.com/kwu/shift])
- *The Millionaire Real Estate Agent* ([kwu.kw.com/kwu/mrea])
- Market Navigator ([kwu.kw.com/kwu/marketnavigator])

Follow-up Questions

- Tell me about yourself …
- How did you get into real estate?
- How long have you been in the business?
- What excites you about the business today?
- What challenges are you facing in the business?
- What strategies are you using to get where you want to go quickly?
- What is the last book you read that inspired you?
- What books are you reading to help you in your business?
- Where do you look for new strategies?
- Where do you hope to end up?
- What’s next for you?

What else?

-
3. Scripts to Step Forward

i) Availability Calls

Script!

I really love your marketing strategy. Could I pick your brain over lunch/coffee?

ii) Showing Calls

Script!

Thanks for being so accommodating. I’ll bring you a treat for making this work!

iii) Feedback Calls

Script!

I’d be happy to tell you more in person. Want to get together for coffee?

iv) Writing Offers

Script!

Thanks for all the hard work you put into making this work. I’d love to treat you to a latte.
v) Negotiating Offers

**Script!**

Thanks for making this a win-win for both of our clients. When it’s closed, I’ll treat you to lunch.

vi) Closing Table

**Script!**

Thanks for making this transaction go so seamlessly. I’d love to buy you a coffee to say thanks.
4. Create Curiosity

Comment on the Market

If you hear someone expressing frustration with the market, you could respond with a positive comment.

**Script!**

Isn’t it a great market?

Comment on Commission Splits

If you hear someone mention their commission split, you could respond with a positive comment.

**Script!**

That’s too bad. I just capped and am keeping 100 percent of my commissions now.

Comment on Financial Goals

If you hear someone mention they’d like to make more money, or they’re not reaching their goals, you could respond with a positive comment about how you’re able to achieve.

**Script!**

Wow! I just took two listings this week as a result of XYZ training. Would you like to be my guest in the next session?
Comment on How Busy You Are

Anytime you’re returning another agent’s call, you could take the opportunity to point out how busy you are.

**Script!**

I’m sorry I didn’t return your call sooner. I’ve been so busy this week; I’m just buried. I’m working three deals right now. How’s your business?

Feed Their Curiosity

Anytime they exhibit any curiosity about Keller Williams Realty, feed it. Invite them to a training event, sales meeting, social event, or community event.

**Script!**

You should come to one of our training events. It’s like church—everybody’s welcome.
5. Handle Objections

Confidently Move Past Objections

If an agent you’re talking to has objections, don’t worry. Objections are merely unanswered questions in the recruit’s mind about what a transition would be like.

- **No, thank you. I’m not interested in switching companies.**
  “Great, I’m not suggesting you switch companies. I’m just interested in getting to know you. And if you can get tools and strategies to grow your business, wouldn’t it be worth your time?”

- **I’m sorry, I don’t have time.**
  “Great. It’s fantastic that you’re so busy! If I can give you proven tools and strategies to grow your business and save you time, wouldn’t it be worth 30 minutes?”

You may encounter the following objections:

- I’m too busy.
- I can’t take my listings.
- I only pay a small transaction fee.
- I do my own training. I don’t need more.
- I don’t like __________, an agent in your office.
- I’ve already had five KW agents talk to me about this.
High D Direct Question

Script!

I'm in the process of building my business. Do you know anyone who is interested in world class training and education and systems and tools that I could talk to today?

No, thank you. I’m not interested in switching companies.

Script!

[Agent Name], I'm sorry. I'm not calling you about my company or your company. I just want to give you something. I'm calling because I liked you and respect you and just want to get to know you better.

If the person continues to push back, you can say, “When we meet, I can promise that you won’t hear one thing about my company. Unless you ask me a question.”

Or you can say, “You and I have some trust to build, don’t we? If I bring up KW, I’ll give you a $50 bill to apologize for breaking my promise.”

Of course, you’re never going to have to give the money away, because you’re not going to break your promise.

When you’re actually getting to know someone, if they ask about KW, you can joke, “Hey, I said I would give you $50, if I talked about KW. Are you going to give me $50 now?”
You’re just trying to recruit me.

Script!

[Agent Name], I like you. We might not be the right company for you. You may not be right for us. Why don’t you come to [training class]? If you want to come and ask more—that’s okay. If you want to come and never hear more about our company, that’s okay too.

At the end of the day, we all have to work together. The more skilled we are, the better the results we’ll all get.

If you do invite a colleague to a class, let your Team Leader know in advance. He or she may appreciate the opportunity to introduce him or herself to your colleague.

Aren’t you a multilevel marketing company?

Script!

We aren’t a multilevel marketing or pyramid company. We’re a company of professionals committed to growing our businesses through education and coaching. Why don’t you talk to my Team Leader? He/she is the best business consultant there is and I can get you a free consulting session. You owe it to yourself to just find out what your options really are.
No thank you. I’m happy at my current company.

Script!
OF course you’re happy. If you weren’t happy you would have already left.

Script!
That is really great! I love to work with happy people, and it is vital you know that I too was very happy at my old office before I was open minded and looked at Keller Williams Realty. Now, I tell people all the time, “You don’t know what you don’t know.” It only makes good business sense to look at all your options.

Script!
You would fit right in at Keller Williams Realty. Our whole Market Center is happy. We’ve had title reps comment on how there is a different “vibe” at Keller Williams compared to other offices.

Script!
We have well over 200 agent partners in our office … most of them were also very happy at their old offices.
6. Lead the Conversation through Questions

The following are great questions to ask:

- What was last year like for you?
- How has the shifted market affected you?
- What challenges are you facing?
- Where do you look for new strategies?
- How would you currently rate your business on a scale of 1-10, one being terrible?
  - Why would you rate it like that?
  - What does a 10 look like?
  - What would it take to get you to a 10?
  - **The goal is to get them to say “I don’t know”**
- Who at your current company is helping you achieve?
- If you could achieve ______________ would it matter what color your signs are?

These leading type questions are designed to require them to think about their response. Don’t use close-ended questions, or in other words, don’t ask questions that can be answered with a simple “yes” or “no” answer.

Invoke to an event or class:

**Script!**

I’m really excited about what our firm is doing <give an example>. The reason I am calling is I wondered if you knew of anyone who could benefit from <name of class or event>?
7. Refer to Your Team Leader

Referring an agent to your Team Leader can be an easy next step.

Every conversation will develop a little differently. Fortunately, no matter how the conversation goes, there will be lots of opportunities to refer someone to your Team Leader.

Think of your Team Leader as the following:

- An expert business consultant and strategist
- Someone who knows how to make the most of the Keller Williams tools, systems, and models
- Someone in the real estate community others should network with, regardless of whether or not they ever want to join Keller Williams Realty

If you spot interest, refer to your TL!

Interest can show up as a question, statement, or raised eyebrow.

Remember, you don’t recruit. That’s your Team Leader’s job. You do refer people to your Team Leader. Your referral doesn’t have to be complicated. It can be short and to the point.

Be an advocate, not a recruiter.
Refer to Your Team Leader as a Business Consultant and Strategist

If someone mentions that they’re facing challenges or if they’re just interested in taking their business to the next level, point out that your Team Leader is an expert business consultant.

Script!

My Team Leader is the best business consultant there is. If I can get an appointment for you, don’t blow it!

You can point out that there’s no pressure and all win. They can meet with your Team Leader, get some great ideas and strategies to improve their businesses, and they don’t have to join Keller Williams. In fact, Keller Williams might not be the right fit for them.

Refer to Your Team Leader as Someone Who Knows How to Make the Most of KW Tools, Systems, and Models

Unless the question is specifically about you, whether or not you know an answer, refer askers to your Team Leader. Your Team Leader will be able to explain in a compelling fashion how the system, tool, or model could best function for the people you’re talking to.

Script!

My Team Leader could tell you more about that. I’ll have him/her follow up with you.

Althea Osborn, who has earned more than $3,000,000 in Profit Share, uses this script.
Refer to Your Team Leader as Someone Others Should Network With

In every business community, leaders network to share ideas and look for opportunities for one another. Real estate is no different. You can simply highlight that your Team Leader is someone that those you respect should know.

Script!

My Team Leader is someone you just have to know. I'll have him call you.

How else would you refer someone to your Team Leader?

- “My Team Leader can tell you more about that. I'll have him/her call you.”

- “My Team Leader is the best business strategist there is. If I can get you an appointment with him/her, don't blow it.”

- “I've been bragging about how great you are to my Team Leader. Don’t be surprised if he/she calls you.”

- “Would you be offended if my Team Leader called you?”
8. Script Summary and Review

*Opportunity Abounds*

Growing your Profit Share Tree is relationship building. In every facet of your business building, you have opportunities to grow relationships with other agents.

- **Availability Calls**
  “I really love your marketing strategy. Could I pick your brain over lunch?”

- **Showing Calls**
  “Thanks for being so accommodating. I'll bring you a small gift as a thank you for making this work.”

- **Feedback Calls**
  “I'd be happy to tell you more in person. Want to get together for coffee?”

- **Writing Offers**
  “Thanks for all of the hard work you put into making this work. I'd love to treat you to a latte.”

- **Negotiating Offers**
  “Thank you for making this a win-win for both of our clients. When it's closed, I'll treat you to lunch.”

- **Closing Table**
  “Thanks for making this transaction go so seamlessly. I'd love to buy you a cup of coffee to say thanks.”

- **Post Closing** (Whether it was yesterday or months ago)
  “It was so much fun doing that transaction with you. I really liked the way you handled [anything you noticed about them]. Let's meet for coffee next Tuesday. I just want to get to know you and I have a small gift of appreciation for you.”
Engage with Questions

When you meet with them, be yourself and engage them with questions that explore where they want to go.

- Tell me about yourself …
- How long have you been in the business?
- How did you get into real estate?
- What do you love about the business?
- What was last year like for you?
- How has the market affected you?
- What challenges are you facing?
- Where do you look for fresh strategies?
- If you were to have done something different, what would it be?
- How would you currently rate your business on a scale of 1-10, one being terrible and ten being amazing?
  - Why would you rate it like that?
  - What does a 10 look like?
  - What would it take to get you to a 10?
    - The goal is to get them to say “I don’t know”
- Who at your current company is helping you achieve?
Stay Positive

Remember to never say anything negative about the following:

- Someone else’s company.
- Someone else’s broker.
- What you think they might be experiencing.

Never say the following:

- “Why do you even work there?”
- “Don’t you get it?”
- “Why would you pay your company so much money?”
Invite Them to Experience KW

It’s hard to understand how Keller Williams is different, until you experience it.

You could invite them to the following:

- A class or event in your Market Center or Region
- Red Day
- A *The Millionaire Real Estate Agent, SHIFT*, or other business book club
- A sales meeting
- A social event
- A business consulting session with your Team Leader