

# Dialing for Dollars

## **Resources**

1. Vulcan7 (513) 217-9570 [www.Vulcan7.com](http://www.Vulcan7.com)
2. TheRedX.com (800) 731-7339 [www.TheredX.com](http://www.TheredX.com)
3. Cole Directory (800) 800-3271  
[www.ColeDirectory.com](http://www.ColeDirectory.com)
4. Mojo (877) 859-6656 [www.MoJoSells.com](http://www.MoJoSells.com)

## **Statistics**

- 20-25 Dials to get an appointment
- For every 2 Listing Appointments you should get 1 listing
- Call 20 FSBO's and you will get a listing
- Total of 1,256 Expired, Cancelled, & Withdrawn Listings in MLS from 1/1/2016-5/31/2017
- 80% of Realtors are no longer in the business after 2 years of being licensed (Source: Inman Connect 2017)



## One Week Business Plan

Name: \_\_\_\_\_ Week of \_\_\_\_\_

|  | Goal  | Actual |
|--|-------|--------|
| 1. Number of days I'm going to work                        | _____ | _____  |
| 2. Total hours of prospecting                              | _____ | _____  |
| 3. Contact goal  | _____ | _____  |
| 4. Leads generated goal                                    | _____ | _____  |
| 5. Total listing presentations<br>(Actual = appts went on) | _____ | _____  |
| 6. Total listings taken                                    | _____ | _____  |
| 7. Total listings sold                                     | _____ | _____  |
| 8. Buyer controlled sales                                  | _____ | _____  |
| 9. Total price reductions                                  | _____ | _____  |
| 10. Number of role-play sessions                           | _____ | _____  |
| 11. Other goals  |       |        |
| a.   | _____ | _____  |
| b.   | _____ | _____  |
| c.   | _____ | _____  |
| d.   | _____ | _____  |

## EXPIRED SCRIPT OVER THE PHONE

Hi, I'm looking for \_\_\_\_\_ ... Hi \_\_\_\_\_ ... my name is \_\_\_\_\_ with \_\_\_\_\_ ...

I'm sure you've figured out that your home came up on our computer as an expired listing ... and I was calling to see ...

1. When do you plan on interviewing the right agent for the job of selling your home?  
(Never) Terrific! / Really!
2. If you sold this home ... where would you go next? (LA) That's exciting!
3. How soon do you have to be there? (Already) Ouch!
4. \_\_\_\_\_ ... what do you think stopped your home from selling?  
(The agent) Really!
5. How did you happen to pick the last agent you listed with?  
(Referral) Great!
6. What did that agent do ... that you liked best? (Nothing) Ouch!
7. What do you feel they should have done? (Sold my house) Really!
8. What will you expect from the next agent you choose?  
(Sell my house) Terrific!
9. Have you already chosen an agent to work with? (No) Wonderful!
10. I would like to apply for the job of selling your home ... are you familiar with the techniques I use to sell homes? (No) You're Kidding!
11. What would be the best time to show you ... Monday or Tuesday at \_\_\_\_\_?

## Powerful Closes For Expireds

1. Before you get yourself tied up in a multi\month contract for thousands of dollars ... don't you think you owe it to yourself to get just one more opinion? All I need is 15 minutes ... Let's set an appointment today.

2. Why did your last agent say your home didn't sell?

That's funny while your agent was making excuses ... I sold \_\_\_\_\_ homes ... all I need is 15 minutes of your time ... to show you how I do it ... Which would be better \_\_\_\_\_ or \_\_\_\_\_?

3. Why do you think some agents sell a lot of houses while others don't?

That's exactly why we need to get together ... I'll show you exactly why I sold \_\_\_\_\_ homes while yours was on the market. Let's set an appointment today.

4. Are you familiar with the definition of insanity?

Doing the same thing over and over but each time expecting a different result ... Your home didn't sell the first time did it?

5. (Name) ... I sold \_\_\_\_\_ homes while yours was on the market ... Do you want to sell your home? Then you need a different approach ... Let's set an appointment today.

## THE 10 COMMITMENTS

I am committed to ....

The 10 Commitments

1) Reading my business plan in depth every week

2) The 5 Equities ... Physical Health

Mental Health

Spiritual Health

Family

Financial Health

Write a one sentence goal next to each of the above 5 equities

3) Maintain a positive attitude every day

Attitude is a reflection of how we see somebody/something and how we feel about somebody/something

What am I willing to do to make it happen?

4) Follow my schedule 75 to 80% of the time

5) Keeping my personal life out of my business life

6) Keeping my emotions between the lines

7) Developing my sales skills to the highest level

8) Working 40 to 50 hours of real hard work and a minimum of 250 days!

a) prospecting daily

b) lead follow up

c) going on presentations

d) negotiating contracts

9) Do what your coach tells you with NO editing

10) Doing the right thing 100% of the time for my customers

## Daily Tracking Form

From: \_\_\_\_\_ to: \_\_\_\_\_ Name: \_\_\_\_\_

| CONTACTS            | MON | TUES | WED | THUR | FRI | SAT | SUN |
|---------------------|-----|------|-----|------|-----|-----|-----|
| Center of Influence |     |      |     |      |     |     |     |
| Expireds            |     |      |     |      |     |     |     |
| FSBOs               |     |      |     |      |     |     |     |
| Past clients        |     |      |     |      |     |     |     |
| Just listed/sold    |     |      |     |      |     |     |     |
| Sign calls          |     |      |     |      |     |     |     |
| Ad calls            |     |      |     |      |     |     |     |

| LEADS                | MON | TUES | WED | THUR | FRI | SAT | SUN |
|----------------------|-----|------|-----|------|-----|-----|-----|
| Centers of influence |     |      |     |      |     |     |     |
| Expireds             |     |      |     |      |     |     |     |
| FSBOs                |     |      |     |      |     |     |     |
| Past clients         |     |      |     |      |     |     |     |
| Just listed/sold     |     |      |     |      |     |     |     |
| Sign calls           |     |      |     |      |     |     |     |
| Ad calls             |     |      |     |      |     |     |     |

| TOTALS               | MON | TUES | WED | THUR | FRI | SAT | SUN |
|----------------------|-----|------|-----|------|-----|-----|-----|
| Hours worked         |     |      |     |      |     |     |     |
| Hours prospected     |     |      |     |      |     |     |     |
| Contacts             |     |      |     |      |     |     |     |
| Contacts             |     |      |     |      |     |     |     |
| Leads generated      |     |      |     |      |     |     |     |
| Appointments set     |     |      |     |      |     |     |     |
| Listing appointments |     |      |     |      |     |     |     |
| Listings taken       |     |      |     |      |     |     |     |
| Listings sold        |     |      |     |      |     |     |     |
| Buyers appointments  |     |      |     |      |     |     |     |
| Buyer sales made     |     |      |     |      |     |     |     |
| Price reductions     |     |      |     |      |     |     |     |
| Transaction fees     |     |      |     |      |     |     |     |
| Listings exp./cxl'd  |     |      |     |      |     |     |     |
| Listing inventory    |     |      |     |      |     |     |     |
| Income earned        |     |      |     |      |     |     |     |

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