

Scripts **concepts** with Rick Gray

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Learning to be directive and lead people is a key element of real estate success. Are you a friend or respected professional?

Learn the concepts and the words will be your own.

Roll play with other people, get comfortable with the concepts.

ASK questions and LISTEN well. These are crucial skills to develop.

2 common scenarios, open circle or tell and sell. Both are bad.

Coming Soon/Off market properties concepts for calls and open houses.

6 Steps to Instant Influence by Michael Pantalon.

Alternative to Tell and sell.

- 1- Why might you change?
- 2- How ready are you to change on a scale of 1-10?
- 3- Why didn't you pick a lower number? (gets them thinking why they might want to do something instead of why they don't want to.)
- 4- Imagine you've changed, what would the positive outcomes be?
- 5- Why are those outcomes important to you? (dig, AWE questions)
- 6- What is the next step then, if any?

S.P.I.N. Selling by Neil Rackham

SITUATION QUESTIONS: Understand the current situation and goals.

Questions that uncover background information and facts about the client's current situation regarding housing.

- Where do you live now?
- Do you currently rent or own?
- If you rent, when does your lease expire?
- How far of a commute do you have?
- What's the layout of your house now? What's good/bad about it?
- How many bedrooms and baths do you currently have/need?
- How big of a yard do you have?
- Do you like to entertain?
- Have you spoken to a lender, are you prequalified for a loan, will you be borrowing money or paying cash?

PROBLEM QUESTIONS: Uncover the problem.

Find the pain points.

- How concerned are you about...
- Does it worry you that...
- What challenges are caused by...
- Are you happy with...
- Are you satisfied with...
- How well are you able to cope with...
- Is your current yard big enough for your family?
- Do you have enough bedrooms for your growing family?
- How do you get your work done at home without a dedicated space?
- How does your current kitchen work for you when entertaining?

IMPLICATION QUESTIONS: Drive urgency.

Poke the pain and get the client to want to make a change.

- If you don't change your current situation, what will your life be like in 5 years?
- How often does the problem of not having enough space cause other issues?
- What issues will having only 3 bedrooms cause once the baby comes?
- What sort of consequences does that lead to?
- What are the implications of having only 2 bathrooms with a growing family?

NEED PAYOFF QUESTIONS: See benefit of solving the problem and taking action now rather than later.

Move the client toward the next step in the process.

- Are you saying it would help if we could...
- So, are you looking for a way to...
- Am I right that it would help if...
- Would you like to be able to...
- Why is x so important to you?
- What sort of savings would x produce?
- What would be the main benefit of...
- How important is it for you to improve...
- Would x also help you achieve y?