

Script Ideas: “I’m going to interview other Realtors.”

These are scripts I have done, heard or seen but may not fit my style. Pick what works for your personality and style. Remember, your singular goal is to get an appointment or contract, not to play objection tennis.

“Great idea. I would do the same. How will you determine which agent will be a good fit?”

“What will be your criteria for choosing your next agent?”

“When you are comparing agents, remember that I do X,Y and Z so that can see how they match up.”

If you were a referral to them. “Are these other agents referrals like I was?” If yes,

Great, I might know them. Who are you meeting?” (This is tricky and might make them feel uncomfortable if delivered to the wrong person or without rapport.) “Oh, I know that agent. You won’t go wrong picking either of us.” (This conveys confidence and seems counterintuitive but it can work.) “Oh, I haven’t heard of that agent before. Are they familiar with this area? (This creates doubt.)

“This is a big decision. I understand that you want to make the best decision. Is there anything in my presentation today that you thought was missing? No? What do you think another agent might say to make you feel more comfortable choosing to work with me? (This is a bit of sleight of mouth. You’re telling them to expect to be comfortable working with you. It’s a bit of a pattern interrupt the way it’s structured.)

“What I find talking to Sellers is they often get bored halfway through the second agent meeting because many of us are similar in some ways and then they pick the agent in front of them because it’s nice to be done with talking to crazy agents. (Chuckle) What it comes down to, is do you feel comfortable with me? Do you feel I will do a good job and follow through with my duty to serve you as my client? If you believe I’m the right person, we should move forward.

When are you meeting other agents? (If there are two or more meetings, ask for a promise that you can meet with them again before they make a decision.

Remember, there are different personality styles. In the DISC, the C personality is slow to make decisions. The S wants stability and neither wants to make a bad decision. Be careful when you push those personalities as they will reject you. Being willing to give them time will endear you to them and you still might get the listing at that meeting but they have to relax.