

PROSPECTING IN A CLUTTERED WORLD WORCKBOOK

W.B-1

Identify Who Is Your Prospective Buyer Based on A Buyer Persona Profile

Prospective Buyer's Profile

- Age: -----
- Gender: -----
- Location: -----
- Income: -----
- Education: -----
- Marital status: -----
- Goals: -----
- Challenges or Pain Points: -----
- Online sources they look out for solutions: -----
- Social Media platforms they are active on: -----

W.B-2

Where Do You Prospect?

1. -----
2. -----
3. -----
4. -----

W.B-3

Prospecting Cadence Example

- Day 1: Send an email
- Day 1: Call, leave a voicemail
- Day 2: Connect on LinkedIn with a note
- Day 2: Call ghost (no voicemail)
- Day 3: Email follow up
- Day 5: Send a personalized video
- Day 6: Call, leave a voicemail
- Day 7: Move on!

W.B-3 How to Aske for Referrals from Your Customer Examples

Example 1

Saleswoman: "I have a favor to ask you, but only if you're comfortable with it."

Customer: "Sure, go ahead."

Saleswoman: "It's been my experience that most of my customers when they were in the process of buying a house, they shared their experience with their relatives and friends. Is this the case with you"

Customer: "Yeah, sometimes I do that."

Saleswoman "That's great. Has any of the people you have talked to mentioned that they have been thinking of buying a property."

Customer: "Yes, a couple of have."

*Saleswoman: "I would appreciate it if you could tell them about me and how I can help them find the right property. Would you mind introducing me to them?"
Would you be comfortable doing that?"*

Customer: "I don't have a problem with that."

Saleswoman: "That's great. I appreciate it." Then, if you can give me their contact details and let them know, I will call them to introduce my self."

Customer: "Let me aske them first"

Example 1

Saleswoman: "My success depends heavily on referrals from satisfied clients. If you feel that I have done a good job in helping you find the right property and if you know someone else who might be looking for a property. I would appreciate it if you could refer me to them. Would you be comfortable doing that?"

Customer: "I don't have a problem with that."

Saleswoman: "That's great. I appreciate it." Then, if you can give me their contact details."

Customer: "Well no one comes to my mind right now"

Saleswoman "Sure, I understand that; do you mind if I give you a call in the next couple of days in case you might have thought of a couple of names."

W.B-4
Compose Your Referral Pitch Script

Compose a referral elevator pitch: -----

W.B-5
Make A List of Personal and Professional Contacts That You Can Ask them for Referrals

1. -----
2. -----
3. -----
4. -----
5. -----
6. -----
7. -----

W.B-5
How to Build an Opening Statement?
Answer the Following Questions

- Who are you?-----
- Where you're from? (company name) -----
- What are you selling? (in a straightforward manner) -----
- How will your prospective buyer benefit from what you are offering(what's in it for me)-----
- Ask a question to gauge the interest of the Prospective Buyer(would that be something you might be interested in) -----

W.B-6
5-Step Sales Prospecting Call Opening Examples

The wrong way:

Saleswoman: "Hi, may I speak with Susan."

Prospect: "This is Susan. How can I help you?"

Saleswoman: "Hi, Susan, this is Mary from We love you Properties. We're are one of the top brokerage companies in Dubai, and we have a brand-new project that was launched recently, and we are offering post-handover payment plans.

*Prospect: **Hangs up***

W.B-7 What went wrong?

EVERYTHING!

- The Saleswoman had no connection with the prospect.
- There was a lack of empathy that the prospect might be busy or not interested.
- The Saleswoman did not ask permission if she can take the call further.

Put yourself in the prospect's shoes. How would you feel if someone calls you out of the blue and starts pitching without asking for your permission to speak further?

#1. "I must have caught you in the middle of something, but the reason for my call is..."

Prospects are busy trying to get their work done. So, when you call them, you're catching them off guard. An opening statement that acknowledges the fact that you're interrupting their busy day shows that you are a professional and sets you above the rest.

The correct way:

*Saleswoman: **Step1:** "Hi, Susan", **Step2:** it's Mary from We love you Properties. I know I must have caught you in the middle of something." *pause**

Prospect: "Well, yeah."

*Saleswoman: "I do appreciate that, so I'll not take much of your time. **Step3:** The reason for my call is that we have recently launched a fantastic project in Dubai Marina. Would that be something you will be interested in?"*

Prospect: "I might"

*Saleswoman: "Fantastic! **Step4:** We truly believe that an opportunity like this don't come very often. We have selected 20 special one-bedroom units all at the same price and I want to make sure that you get an opportunity to own one of these special one-bedrooms with the best views."*

*Saleswoman: **Step5:** the best email to send you information and the calendar invite on? Can I confirm the time for you to visit our office?"*

W.B-8 Applying The 4 Moves to Counter Rejections and Shrug-Offs

We're All Working From Home

1st move: "Most of the people I talk to are working from home, so I figured you might be too."

2nd move: *“I’ve been working from home myself for the last month weeks, and I find myself being more productive.”*

3rd move: *“I know working from home might be challenging with the family and all. So how is that going for you?”*

4th move: *“So, can we get together virtually Tuesday at 3 or 4 pm?”*

Our Budget Is Unclear Right Now

1st move: *“I totally understand that, and thank you for sharing that with me.”*

2nd move: *“I’m calling because of that very reason. Many families that I speak to are using this uncertain time right now to prepare for when the situation is more stable.”*

3rd move: *“Even though there may not be an opportunity for me right now, I’d still love to meet with you to learn more about your plans and see if I can add any value.”*

4th move: *“Does Wednesday at 10 am work for a virtual meeting?”*

We Need To Wait And See What Is Going To Happen.

1st move: *“That is something that I can relate to, and I’m looking forward to some clarity myself.”*

2nd move: *“That said, most of my customers are coping with the uncertainty with some strategic planning.”*

3rd move: *“I realize that you might be hesitant to make any commitment, but it’s always good to have a plan?” I’d still love to meet with you and see if it makes sense to collaborate on a way forward.”*

4th move: *“Does Wednesday at 10 am work for a virtual meeting?”*

The Budget Is Unclear Right Now.

1st move: *“Thank you for sharing that with me.”*

2nd move: *“I’m calling because of that very reason. Many families are using this uncertain time right now to prepare for when the smoke clears – and it will clear.”*

3rd move: *“Even though there may not be an opportunity for me right now, I’d still love to meet with you to learn more about your plans and see if it makes sense to collaborate on a way forward.”*

4th move: *“Does Wednesday at 10 am work for a virtual meeting?”*

Foothold Statements

When they say they're happy, dealing with their broker you say *"I am glad to hear that it is difficult to find a good and trusted brokers-----"*

When they say they are busy, you say *"I figured you would be that is why I thought I would call you to schedule ----"*

When they say send me the information say *"Tell me specifically what you are looking for or which type of property would you be interested in-----"*

When they say I don't think this is the right time to purchase a property , you say *"That makes sense a lot of people did not feel that this is the right time to purchase a property, however if you give me the opportunity I can demonstrate that this is defiantly the right time - ----"*

W.B-8

Compose 5 Different Foothold Statements

1. -----
 2. -----
 3. -----
 4. -----
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