



EXPIRED LANGUAGE PATTERN GUIDE!

ANNA KRUEGER

www.MasteringInsideSales.com

EXPIREDS

Keeping expired listing leads on the phone for more than 60 seconds

Step 1 - Call Expire Lead

Step 2 - Keep Them On The Phone

Get Them Laughing

If they say, "You're the 4th person that called me today!"
You say, "Oh man, my lucky number is 7!" and then keep talking.

Step 3 - Find Their Motivation

Opening Question

What made you decide to sell your home when you originally listed it a few months ago?

Tell me more about that

Dig Deeper 3 Times

Dig Deeper Prompts:

How would _(Motivation)_ Impact you?

Tell me more about (fill in their words)

What will (their words) do for you

This might be an obvious question, but what will
(fill in their words) mean for you

So what I'm hearing you say is Is that right

Step 4 - Temp Check

On a scale of 0-10, how motivated are you to (recap motivation)?

What Makes it that Number?

What needs to happen for it to be a 10?

So if I did ____, you would be a 10?

Step 5 - Close For The Appointment

...Great! Let's see what we need to do to make (motivation) happen.

Get into Group Coaching with Anna to get more strategies to maximize your income!

Real Estate - Sales - Strengths - MAPS Coaching Available

www.AnnasCoaching.com

