

Script for Building the CORE 100

Coaching Client: Hi _____. This is (Your Name) from (Your Company Name). How has everything been going for you?

Potential CORE 100 Member: Really good. You know how it goes. It seems that you have to work harder to gain less now a days but I am not complaining. I am just thankful to be busy.

Coaching Client: I know what you mean. That does definitely seem to be the case with so many people I have been talking to lately. Anyway, I am actually calling today because my business has been growing and lately I have been getting people that have potentially needed what you do for a living and it made me think of you. I wanted to see if you were interested in receiving potential clients from me?

Potential CORE 100 Member: Of course! Who wouldn't be?

Coaching Client: That is what I thought but you never know... (Say this jokingly) I do have a question though. Do you currently have a Realtor that you are committed to meaning if you were going to sell your own home they would be the one you would sell it with?

Potential CORE 100 Member: Well yeah. I use _____. She has been my families Realtor for the past 20 years but that doesn't mean I wouldn't love to do a good job for your clients. *(If someone has a Realtor already, move on. You don't want to compete for their referrals)*

OR

Potential CORE 100 Member: No, not really. I mean I know a lot of Realtors around town but I can't say that I am fully committed to anyone yet. Why do you ask?

Coaching Client: I only ask because I really believe in the power of having and developing reciprocal relationships with other businesses and I just want to make sure that anyone that I make a decision to commit to and send referrals to is just as committed to me and my business as I am to them and their business. I make it a point to search for leads and advocate for those that I am aligned with because I really believe in making an effort to contribute to the success of those around me. I mean I think we have all had the experience where we were sending all of our leads to someone only to find out that they were sending their business to someone else...

Potential CORE 100 Member: I know what you mean. What is more frustrating than that? I had that happen with.....

Coaching Client: Exactly! So you know what I mean. Does this sound like something you could commit to then because I would really love to be able to tell my clients that you are the _____ that I recommend on a regular basis and know that you are telling your people the same about me?

Potential CORE 100 Member: Definitely! I will definitely keep my eyes and ears open for anyone that I know of that is looking to buy or sell.

Coaching Client: Perfect! We should plan to grab some coffee soon so I know exactly what kind of people are perfect for you and you know what it right for me. Would that work for you?

Note It is important that you understand that not everyone is going to answer the same way according to this script. You must internalize the message that you are trying to get across more than just reading word for word what is written above. Be sure to ask the question about them being committed to someone else right to the point of asking if they sold their own home do they currently have anyone that would be selling it for them. This question gets right to the point of their commitment level and will save you months or years of giving referrals to someone that doesn't deserve them.

It is important to not only establish the boundaries of the reciprocal relationship early on but also make secondary contact shortly after to strengthen the relationship from the early stages. One of the best ways to do this is to not only go for coffee, etc but ultimately find them a lead right away. You will have to search but this will reinforce what you are trying to get them to commit to better than anything else you can do. It is also the fastest way to start receiving leads from them as well.