

Recruiting Call Dialogue

Goal - Meet and Greet

Hi, this is _____ from _____, how are you?

I don't want to bother you right now, when would you have two minutes to talk to me on the phone?

I am the manager of the _____ office and I am touching bases with all the agents in our market to see how you are doing and to find out what kind of changes you are seeing in the market place.

We are colleagues as well as competitors and as professionals it is important to stay in touch and keep each other posted of changes that are occurring in the market, as to allow us to stay ahead of them.

(Make this relevant to your market.)

- What are you seeing as happening in the market?
- I've noticed a slow down at broker tours, how about you?
- I just read some MLS stats that say there is a slow down on parts of _____, have you noticed anything in our market?
- Time on market appears to be getting longer/shorter, what have you noticed?
- Open house activity seems UP/DOWN, what have you noticed:
- What are your feelings about the market?
- What kind of changes have you been noticing in the MARKET/INDUSTRY/TOWN?
- We have noticed that calls to our Call Center have NOT dropped off at all, what have you noticed?

You K_N_O_W, I really enjoyed talking to you, this has been great for me. I would really like to meet you. Since we are co-professionals in this business I'd like to meet you. When is a good time to get together?

I have some time (tomorrow, later in the week, next week), when is a good time?

I work off a tight schedule; let's get together at a time that works for you.

I am putting it into my calendar and writing it down. You can ABSOLUTELY count on me to be there, can I count on you?

[what time...which time...when...where...how soon]

- 1- get permission
- 2- get them to start talking
- 3- transition
- 4- appointment
- 5- confirmation



Evaluation and Analysis

For

(Name)

(Address)

(Office)

(Home Phone)

(Office Phone)

(Cell Phone)

(Fax Line)

(E-Mail Address)

(Birth Date)



4. WHERE DOES YOUR BUSINESS COME FROM? (i.e. floor calls, referrals etc.)

5. TELL ME WHAT YOUR IDEAL REAL ESTATE OFFICE WOULD LOOK LIKE? What does that mean to you? Tell me more about that? What else?

6. TELL ME WHAT YOUR RELATIONSHIP WITH YOUR MANAGER IS LIKE? What does your company or manager mean to you?



7. TELL ME WHY YOU LIKE THE _____ REAL ESTATE OFFICE?
What are the main things you like about it?

8. TELL ME ABOUT YOUR BUSINESS PLAN?
Do you follow it? Do you keep it up to date? How often do you review it?

9. TELL ME ABOUT YOUR MARKETING PLAN?
How does it help you generate business?
How much business does it help you generate? Anything else?



10. TELL ME, IS THERE ANYTHING YOU ARE CURRENTLY CONCERNED ABOUT?

11. TELL ME THE ONE THING YOU WOULD LIKE TO ADD TO THE WAY YOU DO YOUR BUSINESS?

12. TELL ME ABOUT WHAT YOU SPEND ON PERSONAL MARKETING?

How do you track the results?

How much do you spend?

What percentage of your income is that?



13. TELL ME HOW YOU FEEL ABOUT COMPANY SPONSORED TRAINING?

14. GIVE ME A SENSE OF WHAT YOU THINK TODAY'S SALES ASSOCIATE WANTS FROM THEIR COMPANY?

15. WHAT DO YOU THINK FUTURE AGENTS WILL WANT IN THE FORM OF AGENT SUPPORT OR SERVICES FROM THEIR COMPANY?

This has been a very informative meeting for me. To get us to the next step, I would like to meet with you again to discuss your business and analyze it with you. In order to do this there are a few simple questions you will need to think about and bring back the answers to our next meeting.

Can we go over them briefly and then set up our next get together?



Beginning Business Analysis for

1. Where would you like your business to be one year from now?

Three years from now?

Five years from now?

2. List everything you think you will need to get there.

3. If you accomplish your goals, what would it mean to you and your family?

4. What one thing, from the list of what you need is really critical to help you accomplish your goals?

5. With your permission, I am going to go into the MLS data and look at your production numbers from for the last 12 months in order to assist you to analyze your business when we get together next time.

**THIS SURVEY IS HELD STRICTY CONFIDENTIAL BY _____
OF _____ AND WILL NOT BE USED FOR BUSINESS
ADVANTAGE NOR REVEALED TO ANY OTHER PERSON WITHOUT THE CONSENT
OF THE PERSON WHOSE NAME APPEARS AT THE TOP OF THIS SURVEY.**

DATE _____

