

## First Jelly Bean Jar Call - People You Know

### Introduction

*High toned, Enthusiastic  
to talk to them, Get  
permission to talk first!*

*Go slow, make sure they  
understand what it is you  
are saying, pronounce  
every word carefully.*

Hi (\_\_\_\_\_name), this is (\_\_\_\_\_your  
name, with Prudential Preferred Properties, how are you?

Do you have a couple of minutes right now to talk?

Great, thanks....(\_\_\_\_\_name), as you probably know  
already, my business is "REFERRAL DEPENDANT". I have  
been looking at my business plan for the year 2000 and  
where I want to go with it, and I have decided to put together  
a small group of people. People that I have relationships with  
like you that I would stay in touch with on a regular basis as  
part of building my future business. And my purpose in  
calling is touch base with you and see if it would be all right  
to add you to this group. (Pause.....) What this would look  
like is that I would call you once a month just to say "Hi" and  
see if you knew of anybody I should be in touch with that has  
any needs in real estate...it would only be a couple of  
minutes each month as a phone call...? (Wait for response)

### In The Group

*Let them know you really  
appreciate them and  
their willingness to  
participate. Now give  
back something if you  
can!*

(\_\_\_\_\_name), GREAT, I really appreciate this...I  
promise I won't bother you with this and if you need anything  
from me, that would help you when I am contacting this  
group, I would love to do that. I want this to be reciprocal.  
For example, I have someone that can \_\_\_\_\_  
or I have included someone that  
will\_\_\_\_\_.

### Mailing

*Let them know you will be  
mailing and offer again to  
help them.*

Also, I will be sending something out in the mail each month,  
keep an eye out for it, I would like your feedback very  
much. And please let me help you with anything you need  
that could come from the benefit of this group.

## Subsequent Jelly Bean Jar Calls

### Introduction

*High toned, Enthusiastic  
to talk to them, Get  
permission to talk first!*

### Relationship

*Go slow, make sure they  
understand what it is you  
are saying, pronounce  
every word carefully.*

*Let them know you really  
appreciate them and  
their willingness to  
participate. Now give  
back something if you  
can!*

Hi (\_\_\_\_\_name), this is (\_\_\_\_\_your  
name, with Prudential Preferred Properties, how are you?

Do you have a couple of minutes right now to talk?

Great, thanks....(\_\_\_\_\_name), This is my monthly  
follow-up call, just to touch base and see how things are  
going. (Wait....let them talk)

How are things with you?

Is there anything I can help you with or anyone in my group  
that you need anything from?

Is there anyone you know of that has any real estate needs  
that I should be in touch with?

(\_\_\_\_\_name), GREAT, I really appreciate this...I'll touch  
base with you next month, please keep me in mind, my  
phone number is on that (\_\_\_\_\_ ) I mailed to you, if  
something comes up give me a call...OK?

Thanks again (\_\_\_\_\_name), Talk to you next  
month.....