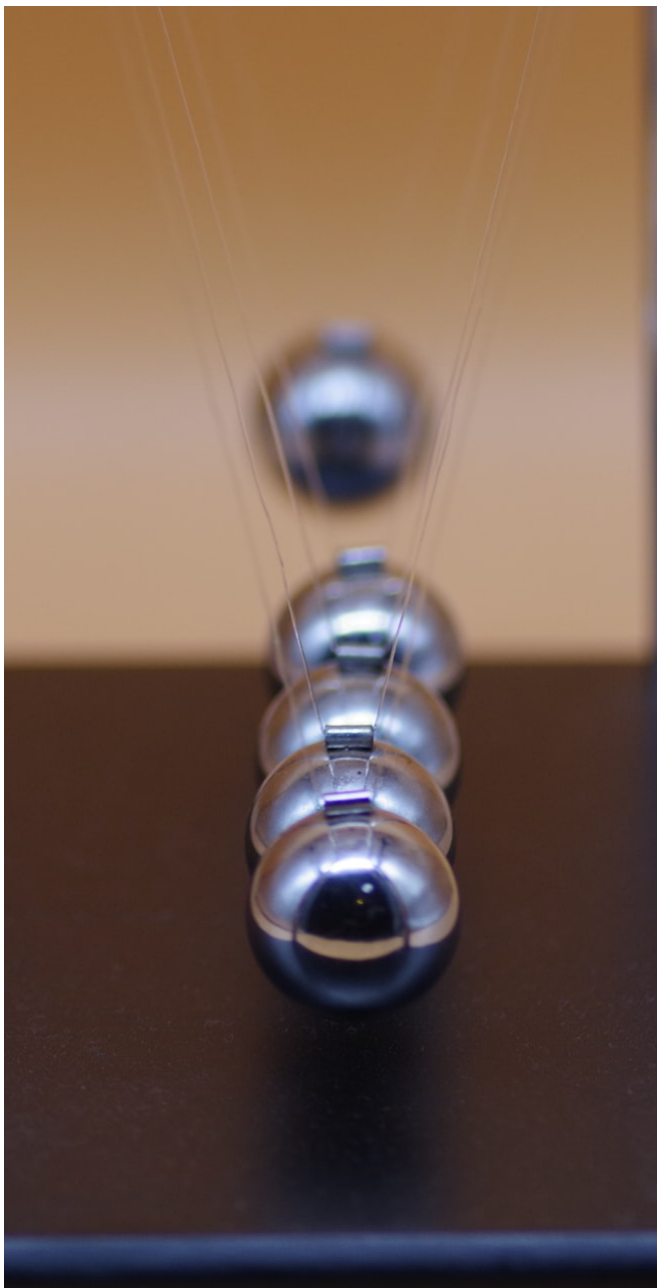


Maintaining Momentum



As the adage goes, relationships are like sharks — they have to keep moving forward, or they die. Whether you're on your first phone call with a potential client or about to close a deal, you should end every interaction with a clear understanding of next steps. Maintaining that momentum will keep you top of mind among clients and prevent your relationships from fizzling out. Here are some useful scripts for holding on to momentum.

Best practices

- Keep the prospect on a schedule, with clear dates and times for the next action required. It will help you stay in control, formalize the process, combat unresponsiveness and ambiguity around next steps, and tighten the sales timeline.
- Avoid using open-ended language such as “Let me know what you think” or “Let me know if you need help or see anything you like.”
- You're the Expert — guide the process, and set mini goals and agendas along the way. If you leave the next steps in the prospect's hands, you may not hear back for a while, if at all.

Scripts

You can apply these scripts to whatever method of communication you're using with a client: phone, text, or email.

Thank you for inquiring about 130 5th Ave. This is a great [building/ neighborhood] and I've helped several clients here recently. When would you like to see it? I have some availability this weekend.

I'm going to send you some additional listings today. Is it fair to request your feedback by Friday? That way we can set up the appropriate showings for the weekend.

I look forward to meeting with you on [day] at [time]. I'll give you a reminder the day before. In the meantime, I'll also take a look to see what else might be available in that area. How would you prefer that I contact you: phone, text, or email?

Thank you so much for taking the time to look at properties with me the other day! Let's do a call or video chat in a few days to discuss your feedback. How's Wednesday at 3pm?

Have you spoken with a lender about getting pre-approval? If not, I have a great lender who I partner with. Can I give them your email or phone number so they can contact you?

I just heard from the seller and I think we should take action. Are you free to talk?