



# **NAIL YOUR FIRST CONVERSATION**





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To build rapport with prospective clients and successfully close deals, your customer service must have **G.A.M.E:** **G**reet, **A**ffirm, **M**eed Needs, **E**xceed Expectations. Our professional guidelines and etiquette for common conversations that real estate agents have with their customers, will help you to set the right impression from the start and make the most of every interaction!

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## HOW TO ENGAGE CUSTOMERS ON THE FIRST CALL

These are some common practices to avoid when taking a call from a potential customer:



- Don't answer calls with just a **'Hello'**
- Don't treat the call as a transaction. It's not professional to ask potential customers about reference numbers, their moving dates and whether they are willing to sign an **MOU** **before taking the time to understand their property requirements.**
- Don't ask customers to call you back later because you are busy at the moment.



Here are some ways to immediately engage a potential buyer:



- Identify yourself and your company as soon as you take a call.
- Ask the client what made them decide to buy a property.
- Ask them if they are aware of the entire purchase process.
- Ask how you can help and understand their requirements.



## HOW TO MASTER A PROFESSIONAL CALL-BACK

A well-known study by MIT states that “You are 100 times more likely to contact a (missed) lead, if you call within 5 minutes, versus waiting 30 minutes.” (Source: MIT study on Internet Leads)

While it is impossible to answer every call from potential customers, you must always be professional and engaging when returning a missed call.

Here are some ways to avoid starting the conversation when returning a customer’s missed call:



- ***“I missed a call from this number.”***
- ***“Are you looking for a property?”***
- Forget to introduce yourself and your company.





There are some simple steps to keep in mind to ensure your customer has a great experience during a call-back:



- Start by identifying yourself and your company.
- Be willing to work with other agents to help find the right property for your client.
- Make sure to treat the client as a person, not as a transaction.

*Hello, my name is Sam and I am calling from ACME Properties. I missed a call from this number. I am so sorry, I don't have your name. Were you calling about a property for sale or rent?*

*Sure I can, may I get your name?*

*Hi Zarah, nice to meet you. Now, 2 bedroom-villas with pools are the exception and not the rule. You may have better luck looking for a 3-bedroom villa with a pool. Is that possible?*

*To be honest, there are limited options in The Springs. However, if you were to look in JVC or Arabian Ranches, you will have a lot more choices. Would you be willing to look in those areas?*

*Yes, we should be able to find something. I currently don't have anything in my specific inventory, but could you give me an hour or so to reach out to my contacts and see what's available?*

*Well, I am happy to help and if you stick with me, I can prevent you from going from agent to agent. It is much easier to stick with one agent who is committed to finding you what you want.*

*I'll need to call a few agents and I am reliant on them picking up or calling back. But I am happy to call back at 5:00 pm and let you know what I have found. Does that work?*



*Hi Sam. Yes, I am looking in The Springs for a 2-bedroom villa for rent with a private pool. Can you help me?*

*It is Zarah.*

*Yes, I guess so, if it's within my budget. I am looking to spend around AED 140,000 to AED 170,000 a year. Can you tell me what my options are?*

*Yes absolutely, can I get into Arabian Ranches on my budget?*

*That would be great. I've had such a hard time finding an agent who seems to want to help.*

*That would be great. When do you think you can call me back?*

*Absolutely, I will talk to you then.*



## HOW TO EFFECTIVELY RESPOND TO REFLEX RESPONSE OBJECTIONS

It's common to encounter reflex responses from clients who are just beginning their search for a property. Such customers may say "We're really just looking right now," or "We're just doing a bit of research and not looking to commit to anything right now." While this may be true, there are ways to engage such customers and take them to the next step in their property search. When conversing with such clients, it's essential to first acknowledge their statement. Disrupt their expectations by not arguing and instead, understanding that purchasing a property is an emotional decision.

Steer away from these common practices, which may deter prospective customers from reaching out to you again:



- Don't forget to acknowledge their response.
- Don't argue with them and be unwilling to carry the conversation forward.



Here is how you can encourage potential buyers and tenants to move to the next phase of their property search journey:



- Be aware that many of these objections are reflex responses as buying a property can be emotional and stressful. Make sure to acknowledge their objection.
- Disrupt their expectations by avoiding an argument and not trying to overcome their objection.

*Hello, this is Sam with ACME Properties. How may I help?*

*Yes, when would you like to see it?*

*Absolutely, a lot of people are, as it's truly a buyer's market. Out of curiosity, what made you call about this property?*

*This price is real and it's really good for this property type. The last unit of this type sold for AED 1.1 million and that was just two weeks ago. I know you looked at buying a property a few years back, but I always like to ask, has anyone walked you through the entire purchase and mortgage process? I always like to make sure that people are armed with all the information they need.*

*I absolutely understand that. Look, I know you are just getting pricing information at the moment. Would it be helpful if I sent across a market report with all the last-sold transactions of comparable units for you?*

*Absolutely, I really apologize, I haven't even asked your name. Can I get your name and a couple of time slots that will work for you?*

*Sure. How about we view this unit at 2:00 pm on Friday?*



*Hi, I am calling about a property for sale with the reference number SR53897. Is this property still available and is it priced at AED 970,000?*

*For now, we are just looking and getting the pricing information.*

*Well, we used to live in this complex and looked at buying a property here a few years back, but the price was around AED 1.2 million. So, we are thinking about buying but we just wanted to know if the price is real.*


*Yeah, we actually did all this a few years back and we've submitted all of our paper-work for a mortgage and have the preapproval for as high as AED 1,200,000 - but of course want to spend less if possible.*

*Yes, that would be great and you know, this is a good price for this property. Maybe we would like to take a look. Is it possible to set up a viewing this weekend?*

*Sure, my name is Sarah. And anytime after 1:00 pm on Friday or before 2:00 pm on Saturday. Does that work?*



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