

Follow-Up Phone Script



The number one question we get from our agents is how to use American Lifestyle to get more referrals. Clients aren't conditioned to pick up the phone and say thank you or to just start giving you referrals, so you have to do the hard work yourself. Luckily, American Lifestyle is designed to make the task a lot easier, and effective. The quickest way to see a return on your investment in American Lifestyle magazine is to start calling your clients after they have received it, to see how they enjoyed the issue. Start by introducing yourself, and work your way to the referral ask at the end. You may need to remind your client where they know you from if it's been awhile. Here's what a follow-up call may sound like:

"Hi Barbara, how's it going? It's [your name] calling. We worked together on purchasing your new home, a little over a year ago now."

After your client responds, lead into the reason for your call. They should have received American Lifestyle magazine within the last week or two, at a maximum.

"That's great! Things are going great here as well. The reason for my call is that I haven't talked to you and Bob in a while, and I wanted to follow up and see how you two were doing. Actually, you popped into my mind just the other day because I received my latest issue of American Lifestyle magazine. It's something that I send to you as well and I just wanted to see if you had been receiving it."

At this point you have to be prepared if they haven't received it yet or if they say that they haven't received it. Just let them know that they should be getting it in the mail in a few days and to keep an eye out for it. Let them know that you

would love to hear their thoughts on it after they received it. If they *have* receive it, respond with:

“Great! Well, I just wanted to touch base with you because I was reading it the other night, and it reminded me of you and Bob. I wanted to get you two on the phone to see how things were going since you moved in. I know it has been about a year now—have you had any problems with the house? I know you were going to renovate the kitchen—has that gone smoothly for you?”

Make sure to write down what questions you’re going to ask before you call. You want to pull from an experience that you remember from their transaction, or from an interest you remember them having. New school districts, new jobs, or even questions about the new neighborhood work well here too. Then respond with:

“Perfect. Well, you know I am always here if you need anything and I wanted to send you American Lifestyle just to let you know that I really appreciate your business and ultimately the relationship that we have together. I just wanted to say thank you again and to let you know that I am available if you ever need anything—and I am proud to be your agent.”

If they are engaged and say they really appreciate the job you did, this is where you ask

for the referral—and we’re going to tell you how to do it. If they *weren’t* engaged, just let them know that you’re glad you were able to catch up, and then try calling again in two months—after the next issue arrives. But, if they *are* engaged, say exactly this:

“I have set a substantial goal for myself this year as a real estate agent, and my goal is to help [X number] of families to buy or sell their homes. I love helping people, so I was wondering if you could think of anyone in your [neighborhood, work, church, or friends and family] with whom I might be able to connect?”

If they offer you any referrals, find out the best way to reach them, and then thank them for putting their trust in you as a professional. If they are unable to think of anyone, or are unwilling to refer, let them know that you always have your clients’ best interests in mind, which is why you work primarily on referrals. Then, ask them if it’s okay for you to call back after the next issue arrives, to see what they thought about the [recipe/design/travel] article. For more icebreakers or ways to ask for the referral, contact your ReminderMedia Marketing Advisor.



DOWNLOAD THE SUCCESS GUIDE:

How to Effectively Follow Up with Your Clients Using American Lifestyle Magazine.

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