

GO PRO AGENT ATTRACTION INVITATION SCRIPTS

Success in agent attraction is based on our ability to get a large number of people to consistently do a few simple things over an extended period of time.

Rule 1: You must be emotionally detached from the outcome.

- There are no good or bad recruiting conversations—only learning.
- You are not a hunter. If you chase they will run from you
- Your job is education and understanding

Rule 2: Be yourself—be authentic.

Rule 3: Enthusiasm is contagious.

Rule 4: Be confident

- Act as if EVERYONE you talk to is going to join.
- Be bold
- This is the best company for ANY agent.

8 Steps to an invitation

1. **Be in a hurry.** This is psychological. People are attracted to people who have things going on. Your invitations will be shorter, have fewer questions, less resistance, and people will respect your time.

a. Warm Market Prospect

- i. “I don't have a lot of time to talk, but it was really important that I reach you”
- ii. “I have a million things going on, but I'm glad I caught you.”
- iii. “I'm running out the door, but I needed to talk to you real quick.”

b. Cold Market Prospect

- i. “Now isn't the time to get into this because I have an appointment coming up?”
- ii. “I only have a minute but I wanted to talk to you real quick.”

Don't focus on the exact words, just let people know you are busy and your time is short, but it was important for you to talk to them.

2. **Compliment the prospect.** This is critical. The sincere compliment opens the door to real communication and makes the prospect more agreeable about hearing what you have to say.

a. Warm Market Prospect

- i. “You've been very successful and I've always respected the way you've done business.”
- ii. “You've always been supportive of me and I appreciate that so much.”
- iii. “You have a great mind for business and can see things other people don't see.”

- iv. "For as long as I've known you, I've thought you were the best at what you do."
 - c. *Cold Market Prospect*
 - i. "You've been one of the best agents I've ever had the opportunity to work with."
 - ii. "I've been paying attention to your business and I have to say it's impressive what you've accomplished."
 - iii. "When you start with enthusiasm and a compliment it is very difficult for a prospect to the invitation negatively."
3. **Make the invitation.** This is psychological. People are attracted to people who have things going on. Your invitations will be shorter, have fewer questions, less resistance, and people will respect your time.
- a. *Opportunity Approach.* This is used for inviting people to learn more about an opportunity for THEM. This should only be used with people who know and respect you.
 - i. Warm Market Prospects
 1. When you told me you wanted to sell x homes this year, were you serious?
 2. Are you still looking to grow your business?
 3. When I saw this business model, you were the first person I thought of that would make a killing with this.
 4. If I could show you a way to grow your real estate business, lower your cost, create a passive income, and build an exit strategy, would you be open to it?
 5. Are you open to adding a new revenue stream to your real estate business?
 6. Let me ask you a question, off the record. If there was a way to replace your income selling real estate would interest you?
 7. I'm looking at joining a new company that is the fastest growing company in the US. They are just now opening in Canada and I was hoping you would take a look at it poke holes in it. Unless I am missing something this is the biggest opportunity I've ever seen in real estate!
 - b. *The Indirect Approach.* This is helpful to get past their initial resistance and educate them on what this platform has to offer. The key to this approach is to ask the prospect for help, input, or guidance. If you lack credibility or confidence, this is a great tool.
 - i. Warm Market Prospects
 1. I've just started with a new company and I'm really nervous. Before I get going, I need to practice on someone friendly. Would you mind if I practiced on you?
 2. I found a new brokerage model. I'm really excited about it, but what do I know? You have been doing this longer than me. Would you take a look at it if I made it easy on you and let me know if you think I'm making the right move?

3. A friend told me the best thing I could do when I joined the brokerage was to have people I respect take a look at it and offer me some guidance. Would you be willing to do that for me if I made it easy?
- ii. Cold Market Prospects (out of area). This is also a good approach to use on social media.
 1. My company is expanding in your area. Would you do me a favor and take a look at it and let me know if you think it would work in your market?
 2. I've joined a new brokerage that makes a lot of sense, but I'd like to get your input, would you be willing to check it out and give me your opinion if I make it easy?
- c. *The Super Indirect Approach.* The last approach is incredibly powerful because it works on a number of psychological levels. You tell the prospect that they aren't a prospect and you're just interested in finding out if they know someone who might benefit from your business. This is very effective

i. Warm Market Prospects

1. My brokerage clearly isn't for you, but I wanted to ask, "Who do you know that's ambitious, money-motivated, and would be excited about the idea of adding more cash flow to their business?"
2. Who do you know that might be looking for a strong business model where they could sell more real estate, create a passive income, and earn ownership for an exit when they retire?
3. I work with a real estate brokerage that is expanding in this area and I'm looking for some sharp people that might be interested in making more money. Do you know anyone in your area that might fit that description?

In most cases, they are going to ask you for more information before they give you any names (this comes from their own curiosity thinking it might be from them, but they won't admit it yet)

When they ask for more information, you can respond with:

"That makes sense. You'll want to know more about it before you refer it to some of your contacts." Then, move to step 4.

4. **If I, Would You?** This question is a powerful phase that puts you in control and induces reciprocation. Psychologically, we are wired to respond positively when someone is doing something for you.
 - "If I text/email you a short video explaining the model, would you check it out?"
 - "If I could get you an invitation to a private mastermind with some of the top agents from around the country, would you be available on (insert dates here)?"
 - "If I invited to you a special invitation only webinar this Thursday at _____ would you attend?"

- “If I buy your lunch, would you come with me to a lunch and learn presentation this Thursday at noon?”
- “If I were to stop by, would you take a quick look at this presentation with me?”

Success, you got them to say yes to looking at the presentation. But, only 5% of people will do what they say. To get that to 80% you need to complete the invitation process completely.

5. **Confirmation #1: Get the Commitment.**

“When do you think you could watch the video for sure?”

Be careful not to suggest a time for them. Just ask the question and wait for them to respond. The question makes them think about their calendar commitments. When someone makes a commitment without you inducing it, they are way more likely to do it.

About 90% of the time they will give you a time. If they give you a vague answer like “I’ll watch it sometime this week.” Say, “I don’t want to waste your time or mine. Why don’t we just lock in a time when you have seen it for sure? They already said yes once, now we are getting them to say yes again.

6. **Confirmation #1: Get the Commitment.**

If they say they will watch it by Wednesday night, you would say,

“So, if I called you Thursday morning, you’ll have seen it for sure, right?”

The key is that this is an appointment they’ve set not an appointment you’ve set.

7. **Confirmation #3: Schedule the Next Call**

“What’s the best number for me to call?”

8. **Get off the Phone**

Remember—you’re in a hurry.

The best thing to say is, *“Great, we’ll talk to you then. Thanks again!”*