

Doren Aldana's

ULTIMATE REALTOR® MARKETING SYSTEM

Module 4

How to Use
the Phone to
Book Realtor
Meetings



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ABOUT THE AUTHOR



Considered by many to be the nation's leading mortgage marketing coach, Doren Aldana is the founder of several highly acclaimed training programs including the Mortgage Superstar Coaching Program, Autopilot Referral Systems, Meetings with Mortgage Masters, and the FastTrak Coaching Program. He is a contributing author for *The Mortgage Journal*, *MBABC Magazine*, *AMBA Magazine*, *CMP Magazine*, *The Niche Report* and many other mortgage industry publications. Doren has trained thousands of mortgage professionals on how to utilize his marketing secrets to generate a predictable stream of new business...regardless of market conditions!

Due to his high-value, high-impact mortgage marketing solutions, Doren was recently awarded the prestigious "Best Industry Service Provider" award two years in a row at both the 2012 Canadian Mortgage Awards and 2013 Canadian Mortgage Awards.



Doren considers himself to be very blessed and fortunate to have discovered one of his life's greatest passions: **MARKETING!** He absolutely loves the art and science of marketing. To Doren, it's fun! Very fun! And because of that natural inborn passion, he has become an absolute piranha for marketing education. He has invested tens of thousands of dollars and hundreds of hours studying the secrets of some of the world's top marketing experts like Dan Kennedy, Jay Abraham, Alex Mandossian, David Frey, Ted Nicholas, John Reese, the list goes on and on.

Doren's products and services are founded upon the timeless principles of emotional direct response marketing, niche marketing, and harnessing the unparalleled power of education to magnetically attract clients to you without having to give a sales pitch.

Doren has delivered his dynamic content-rich seminars and teleseminars to thousands of mortgage professionals throughout North America. His client list includes some of the largest mortgage firms across the nation, as well as several mortgage associations. He has been quoted in the media from coast-to-coast.

At the very core of Doren's life is his faith in God. It is the cornerstone of his beliefs, actions and decisions. On October 19th, 1997 he made a personal decision to dedicate his life to Jesus Christ. That decision was the **single most important decision he has ever made** and has allowed him to find clarity of purpose and true meaning in his daily life.

Doren's faith in God has become the guiding force behind all of his relationships, including his interactions with clients and employees. His hope is that by seeking God's direction in everyday business interactions, whether speaking to a group, coaching a client, or training an employee, he can inspire people to live an abundant life filled with purpose and meaning.

INTRODUCTION

My inspiration for this course lies in an online survey I recently sent my subscribers asking what they most needed help with when it came to growing their business. They all told me the same thing: **they want to get more referrals from Realtors.**

Having assessed that need, I responded by creating this 7-module course: The *Ultimate Realtor Marketing System*. This module is the fourth of a complete 7-volume series. Each module will provide you with the know-how, tools and systems you need to attract more referrals from top-producing Realtors.

This module is action-packed and full, yet presented in such a manner as to ensure that you will easily work through the material and master it. In fact, I have prepared an *ACTION* Guide to accompany each and every module in the series and you can grab the guide for this fourth module at: budurl.com/URMSguide4.

Here is just a quick overview of what we will be covering in this course:

Module 1: How to Create Your “Hit List” and Developing your UVP

Module 2: How to Use Direct Mail to Attract Realtors

Module 3: How to Use Email to Attract Realtors

Module 4: How to Use the Phone to Book Face-to-Face Meetings

Module 5: How to Conduct Successful “Discovery” Meetings

Module 6: How to Conduct Successful “Show ‘n’ Tell” Meetings

Module 7: How to Conduct Successful “What’s Next” Meetings

REQUIRED RESOURCES

To ensure you get the most value from this 7-module course, there are a few prerequisite resources that you should study and use. These are not mandatory but would certainly help you to get a deeper understanding of the underlying principles and strategies that are instilled in each module of this series, like a golden thread woven throughout the entire course.

Here are the three prerequisite resources:

1. 9 Secrets For Attracting Realtor Referrals Like Crazy. This is an eBook that explains “call capture” and “text capture” and details how you can use both strategies to attract more buyer leads. It actually comes in an audio version as well, if you prefer to listen as opposed to just reading. So, you can exploit both modalities, by reading and/or listening. Additionally, callouts and note taking margins have been made available at convenient locations throughout the 51-page guide.

If you are still a little foggy, confused or unclear as to how to go about attracting leads using call capture and/or text capture, you will certainly want to check out that report.

To download the material, simply navigate to
<http://budurl.com/Realtorreport>.

2. The Unfair Advantage Webinar. If you have not yet heard of this groundbreaking system, you will surely need to take a look at it. It allows you to assist your Realtors to generate more buyer leads and win more listings by using text capture and single-property websites for each one of their listings. This webinar explains all of the features and benefits of the system so you can get a complete picture of what it can do for you and your Realtors. To learn more, go to:
<http://budurl.com/unfairsystem>

3. The Ultimate Realtor Marketing System Checklist. This is a comprehensive, paint-by-number, A to Z, step-by-step blueprint for marketing to Realtors. It also includes “quick links” to downloadable templates, tools and systems so you can implement these techniques like a pro – rapidly and efficiently. You can download this at:
<http://budurl.com/Realtorchecklist>

USING THE PHONE TO BOOK REALTOR MEETINGS

The focus of Module Four will center around a detailed examination of the power of using the phone to follow up on the direct mail and email correspondence that has been sent out in order to schedule the all important face-to-face meetings. It will examine exactly what to say and what not to say when it comes to speaking to Realtors to get them to pay attention to your call, to be eager to see what you can offer, and most importantly to respond by scheduling an in-person meeting. You will learn how to overcome the most common objections and excuses that Realtors use, with confidence. You will discover how to set the tone for the call and speak from a position of power and wisdom, conveying your desire and passion for addressing the needs of the Realtor.

In the previous modules, an in depth approach was set forth for compiling a hit list of Realtors to contact and communicate with, for the development of a unique value proposition to market to that contact list and for the creative use of both direct mail and email to attract Realtors. The creation of exciting videos with content very specific to Realtor interest and the promotion of you as their trusted adviser were investigated in detail. Module five deals with the steps for successfully conducting the initial meetings with new Realtor contacts to ensure that they are mesmerized by the potential significant value you can add to their business. Module six covers the secrets to successfully administering “Show and Tell” Meetings. These meetings are where you reveal all of the extraordinary tools in your arsenal that will increase their profits, if they qualify. This is where you become an indispensable and irreplaceable asset to their business. Module seven culminates in “What’s Next” Meetings where you examine your new partnership to determine the highest leverage activities that impact you both. Here you have a VIP Partnership and you review accomplishments and plan and implement new methods and techniques. The entire course has the potential to transform your business, your sales and your profits, forever.

STEP FIVE: USING THE PHONE TO FOLLOW UP

The first step in my 9-Step System was to make a hit list of your top-achieving Realtors, one with “warm” contacts and one with “cold” contacts. The second step in that system was to create a unique value proposition to ignite the hot buttons of your target market, in this case Realtors, and to get them pumped about working with you. The third step involved the use of direct mail to entice top-producing Realtors to listen to what you can offer. The fourth step investigated all of the potential that email has for tempting top Realtors to join your team, especially when coupled with compelling videos addressing areas of significant importance to Realtors. This fifth step will give you all the “words that work” when speaking on the phone to Realtors.

By this point you have already contacted your Realtors via direct mail and email. The time has come to follow up on that correspondence and make a personal connection with each Realtor. You will use the phone to do this and it is critical that you use all of the right words to ensure that you successfully set up the all-important initial face-to-face meeting. You will need to craft an incredibly appealing message, carefully choosing your words in the presentation of your message in such an irresistible way that the Realtor almost has to say yes to a face-to-face meeting. You will want to download the *ACTION*Guide that accompanies this module, if you have not already done so, at: budurl.com/URMSguide4. This lesson's guide is unique in that it contains actual proven scripts that you can practice and customize to use in your phone conversations. Realtor objections can derail your best efforts to set up a face-to-face meeting. The three most common objections are reviewed with scripts to overcome Realtor resistance. Speaking from a place of power so that you convey confidence and authority will enhance your attempts to schedule the initial meeting, and methods for doing just this are detailed as well.

It is not just about “what” you say, but “how” you say it that counts.

Affirmations

Before making outbound calls, it is important that you are feeling primed, that your mood is elevated, and that you feel passionate about the call you are going to make so that you can speak from a position of power, a place of confidence. You will convey this power and authority and confidence in your voice. Your audience, your Realtor will hear it and get caught up in your mood. One method of elevating your mood, priming yourself for what is going to happen next, is speaking affirmations. For example:

“I love knowing I’ve got extraordinary value that Realtors need and want. YES!”

You feel the energy! The source of that energy comes from speaking your affirmation, an affirmation that resonates with you, and elevates your frequency, your vibration. You will want to have at least half a dozen of these, all fully personalized to resound with you, personally. Make a list. Use the templates at budurl.com/poweraffirmation. These templates will provide you with a starting point by offering samples to customize and give you some ideas to begin with. You can add a little clap, or a double arm pump, or a “Yes!” to your affirmations to reinforce what you are saying and really get you inspired. You will feel the positive energy that works to elevate your vibration, your frequency, and your emotions. It changes your state of mind, it changes your energy. Selling is a transfer of emotion, so this is extremely important. Your positive energy and elevated emotional state make you more attractive to the Realtor. You are in a place of power and confidence and that shines through. You attract success by the person you become, rather than chasing it. You attract top-producing Realtors when you come across as confident, joyful, and passionate about what you have to tell them. You exude confidence, authority and power and they feel that you do not need them, they need you.

People intuitively want to work with someone who elevates their vibration, who makes them feel good when they are in their midst. You want to be that person. If you are feeling good right now, if you are feeling good about yourself, if you are feeling good in yourself and if you are being positive and passionate and joyful, you are going to reflect that positive attitude, that positive energy, and be attractive.

People intuitively want to work with someone who makes them feel good.

Remember, attracting is not just about what you say but how you say it. The vibration behind your words is inextricably linked to your emotions. You want to control your emotions, so your emotions do not control you. Be a master over your emotions by speaking positive affirmations with clarity and a sense of command, with passion in your voice that elevates and shifts your emotions. Speak with confidence and conviction. Now you will be ready to make your calls.

Warm Contact Follow Up

The warm contact script is for Realtors who already know you, like you, and trust you. A typical warm contact follow up script begins like this:

"Hey Ralph, its Doren Aldana calling from ABC Mortgage, how are you? I was just curious to see if you received the postcard I sent you last week. Did you get that?"

{NO} *"Okay, no worries. Would you like a quick rundown on what the postcard was about?"*

{YES} *"Okay, great!"*

"Hey I've got something you need to take a look at. It's a marketing system designed to help Realtors attract more quality listings and sell them faster for top dollar and here is the cool part, I may be able to hook you up with the entire system. Would that interest you?"

{YES} *“Okay, I just have a few questions to determine if it’s the right fit for your business.”*

Now you will continue with the “Advance” script.

{NO} *“No worries. May I ask why you’re not interested?”*

Here you confront the objection politely and confidently by saying:

“May I ask why? May I ask why that would not be of interest to you? May I ask why having a system for attracting more quality listings and selling them faster for top dollar would not be of interest to you?”

When you ask why, you are likely going to get the deeper objection. The deeper objection might be that they had a bad day today, or just had a fight with their wife, or they might be married to their current lender or mortgage professional, or they might not trust you. To find the deeper objection you ask: “May I ask why? Okay no worries, may I ask one more question before I let you go? I’m just curious. May I ask why you’re not interested in a system for attracting more quality listings and selling them faster for top dollar? May I ask why?” This is a very powerful question.

The Advance

Continuing with the “Yes” response, we move to the advance. This is part of the script that comes up time and time again:

“May I make a suggestion?”

Notice how elegant, professional and irresistible the language is. They always say yes. I have never had anyone say no to that question. You continue with:

“May I make a suggestion?”

They always say “yes.”

“Let’s get together sometime in the next couple of weeks so we can lift up the hood on your business and identify how and where these marketing systems can benefit you the most. Then, based on the answers that you give me, I can do a little

show and tell session and share the most relevant solutions for your specific situation. How does that sound?"

It does not sound like a high pressure sales pitch; it is just elegant and virtually irresistible. In most cases they will respond "Yes."

The Alternate Advance

You now follow up with the "alternate advance" script. You give two options and because they have a choice, they feel like they are in control. In reality, you are in control. You determined the options.

"Okay, what works best for you, this week or next week? Which day would you prefer, Tuesday or Wednesday?"

This works well with kids, also. You ask if they would like to do the dishes or sweep the floor. Nine times out of ten they will choose what they think is the best option because it gives them a sense of control. Admittedly, it does not always work. Sometimes they choose to do neither. The sense of control, though, that you bestow on them with this strategy generally works in your favor.

"Cold" Contact Script

Cold contacts are people who do not really know you yet, but whom you are trying to connect with to cultivate a relationship with the intention of booking a face-to-face meeting. The cold contact script is divided into three parts.

Part One

A cold contact script typically begins like this;

"Hi is Ralph there please? Hi Ralph, this is Doren Aldana calling from ABC mortgage. I haven't had the pleasure of meeting you yet, but the reason I'm calling is because I saw your listing at 123 Any Street and thought you might have interest in an exclusive marketing system designed to help you close more deals with less effort. Do you have a brief moment?"

In most cases, they say yes, because they are intrigued. You continue:

“Okay, great! I know you’re busy, so I’m not going to take a lot of your time.”

We are reassuring them that it is not going to be a long, drawn-out pitch. It is going to be short, succinct, and to the point. We are trying to put them at ease. Continue with:

“But Ralph, let me ask you a quick question. Have you had any clients in the last 60 to 90 days that your current lender couldn’t get closed due to credit issues?”

If they are honest, they will say yes, because the regulations have tightened up. It is harder now to get a mortgage than it has been in a long time, and rightly so because many people qualified who should not have. You continue:

“Let me ask you this, Ralph.”

Part Two: The BQQ

This is where the basic qualifying question comes in, the BQQ. This question works in many different applications, many different scenarios and situations where you want to qualify someone. The formula for the basic qualifying question is: If I could, would you? If I could _____, would you _____? In this case, it goes like this:

“Ralph, if I could turn your credit-damaged clients into buyers in about three to six months and on top of that provided you with a proven system for attracting more quality listings and selling them faster for top dollar, would that interest you?”

**The basic
qualifying
question
formula is:**

**If I could ____,
would you ____?**

A very compelling question, very difficult to say “no” to, just because of the way you have phrased and posed the question. Most likely they

will answer “yes,” as long as you speak with confidence and you have a positive air about you that emanates great presence. Generally, they will not feel anxious or high-pressured. For those who may still be skeptical, you will soon have some “overcoming objection” scripts. We will cover the affirmative response first.

Part Three

{Yes} Okay, great.

Advance:

“Let’s get together sometime in the next couple weeks so we can “lift up the hood” on your business and identify how and where my marketing systems can benefit you the most. Then, based on the answers you give me, I can do a little show and tell session and share the most relevant solutions for your particular situation. How does that sound?”

It is very similar to the warm contact script, very elegant, very professional, and virtually irresistible.

Alternate Advance Close:

“What works better for you, this week or next week? Which day would you prefer, Tuesday or Wednesday?”

Generally speaking, if they say no, you want to use the same formula.

{NO} *“I can appreciate that this may not be for you then. May I ask you why that is not of interest to you? May I ask why?”*

This is always a really good way to find the deeper-rooted issue behind their surface objection. If necessary, you can then employ the following scripts to address some of the most common objections.

**Practice
diligently
for an
authentic,
natural,
confident
sound.**

You want to master these scripts, practice them so much that you feel like you own them. You want to strive for a smooth natural sound,

one that is both authentic and confident. Practicing takes some work but remember those very accurate words of Coach Bear Bryant, *“Everyone wants to be a champion, but not everyone is willing to prepare to become a champion.”* Your practice will payoff, the words will become an automatic inherent part of you. Once mastered, you will be able to speak them with ease and grace.

Overcoming Common Objections

After surveying our members, I was able to ascertain the most prevalent objections they were encountering. Three stand out as being the most difficult and frequently occurring obstacles that most mortgage professionals face when making outbound calls to Realtors with the intent to book a face-to-face meeting. These are the three that we will now tackle.

Objection Number One: **“I’m already committed to my broker or banker.”**

Already having an acceptable lender or mortgage broker is an extremely common excuse that you will hear when making your follow up phone calls. Here is your most effective rebuttal:

“I can appreciate that.”

These are four extremely powerful words. You are going to notice a trend. Every single objection we receive is going to be refuted with “I can appreciate that.” In fact, the relevancy of these words can be applied in many different situations. You will persist with:

“I can appreciate that. I don’t want to interfere with your current lender relationship. I’m only interested in the loans your current lender can’t do due to poor credit. And that’s why I’m calling you today. Let me ask you this.... If I could help you turn your credit-damaged clients into buyers in about three to six months and on top of that provided you with a proven system for attracting more quality listings and selling them faster for top dollar, would that interest you?”

First of all, you do want to interfere eventually, but you are not ready quite yet. So it is true for this very initial moment. Obviously your long-term intent is to garner them and have them as partners and actually become a wedge between them and their current lender relationship. However, at this point, you are making an offer that skirts this issue and is very appealing to the Realtor. Essentially what you are saying is:

“Hey keep your current lender relationship intact, but you know those deals you’re losing due to poor credit? What if I could take those and take them out of your trash can and put them into your cash can? What if I can take something that is giving you zero monetary value, that’s wasting your time and your energy, and perhaps even your money and convert it into cash, convert it into profits? What if I could turn those loans that are in your trash can and put them in your cash can, would that interest you?”

I actually learned this script from an absolute genius at mortgage marketing, Carl White, (a member of “Mortgage Marketing Animals”,) so I will give credit where credit is due.

In this script in your action guide, you will find the link to my preferred vendor for credit restoration. You will want to establish a partnership with a credit restoration expert, as an extension of your business. They can help your credit damaged buyers become mortgage ready within three to six months and you simply refer those clients. They do all of the work for you. Remember, this is about working smart, not just working hard. As a result, the majority of the time the Realtor is going to answer: “It would interest me, yes.”

Objection Number Two: “My LO/bank/broker pays me a referral fee.”

If you have made any outbound calls to Realtors you have no doubt been confronted with this a few times. We begin with those same four words again, “I can appreciate that.”

"I can appreciate that. I don't want to interfere with your current lender relationship. I'm only interested in the loans your current lender can't do due to poor credit. And that's why I'm calling you today. My value offering to you is not in referral money, but in closing money. I can turn your credit-damaged clients into buyers in about three to six months. Plus, I also have a system that can help you attract more quality listings and sell them faster for top dollar. Is that something you could use in your business?"

Here is another powerful line I learned from Carl White, "My value offering to you is not in referral money, but in closing money." If you present this with an air of authority and confidence, with just the right timbre in your voice, the right energy vibrations, nine times out of ten they will say "Well, sure. I mean, how do I say no to that? It sounds like, you know, something worth checking out." You are making it as easy as possible for the Realtor to say yes.

Objection Number Three: "I don't want to get involved with my client's mortgage."

This is a ridiculous objection because of course we know that the Realtor is overlooking this, but nonetheless, it is a very valid and common objection. Overcoming this once again begins with the same old four words "I can appreciate that."

"I can appreciate that. Let me ask you this. If I could help you gain more control over the quality of your transactions such that you're able to close more deals and attract more repeat and referral business, would that interest you?"

We press their hot button that surrounds gaining more control over the quality of their transactions such that they are able to close more deals and attract more repeat and referral business. Notice the BQQ formula; if I could, would you? Not only does the basic qualifying question work

**Your most
effective
rebuttal:**

***"I can
appreciate
that."***

particularly well for qualifying people when you are making the initial call but it is also fantastic for overcoming an objection. We use it in the context of that which they need to know being the greatest and highest value you are offering. You force them to contemplate the implications of leaving their clients to get their own financing and that leaves a lot to chance. They are leaving their transactions and the quality of the transaction up to chance. If you can help them gain more control over the quality of the transaction such that they get more repeat referrals and rave reviews and close more deals on time or earlier, that would likely be irresistible.

These are the three big objections, and more importantly, the words that work for overcoming them. Again, to find my recommended credit repair vendors, visit Doreenrecommends.com because a large part of these scripts and their approach is inextricably linked to partnering with a credit repair or a credit restoration company that can do the work for you behind the scenes. This definitely represents a high-leverage opportunity and strategy you will want to take advantage of.

SMILE

One last secret that I want to confer is the power of smiling. This is another factor that contributes enormously to the presence that you want to impart. You want to be smiling while you are talking, especially on the phone. Even though they cannot see you through the phone, people can hear your smile. It comes from an energy that is also a frequency, and that frequency is transmitted through the audio waves that are being transmitted through the phone.

**Smile
whenever
you speak
because
people can
hear your
smile!**

I also encourage you to get a headset so you can stand up while you are talking without having your ear crimped to your shoulder by the phone or having to hold the phone up to your ear. This affects your

energy. It is much better to be able to stand up, walk around the room, and make hand gestures. Both of your hands are free, your shoulders are back and your chest is out. You feel good, and feeling good while you are presenting, is of paramount importance.

ACTION LIST

Now it is take action time. You have sent out your direct mail and made your videos to include in your emails. Now it is time to follow up on that correspondence and make that phone call. Print out the scripts and start practicing. Learn what you need to say so you can say it with ease and confidence.

1. Print out the calling scripts found in the URMS Checklist.
2. Use the “Warm Contact” script to start calling your Warm Realtor Contacts.
3. Use the “Cold Contact” script to start calling your Cold Realtor Contacts.

WHAT TO EXPECT IN MODULE FIVE

1. How to prepare for your “Discovery” Meeting so you feel confident and poised for success.
2. The little secret for building instant rapport with your Realtor in the first ten minutes of your meeting.
3. How to use the “Realtor Needs Assessment” to probe for your Realtor’s pain points and opportunities.
4. And much, much more!

QUESTIONS & ANSWERS

1. What if their bank broker says that they are family?

If they are family, a wife or a cousin or an uncle or an aunt or a nephew or whatever, it can be a little bit more challenging. However, the way the script is written gives them the opportunity to accept your proposal because you have phrased it in such a way that they are not feeling like that current relationship is at risk anymore. It is both as opposed to an either/or proposition. Why not have both, the best of both worlds as opposed to just one or the other. It does not have to be mutually exclusive. It will not jeopardize their current relationship. They can start getting more deals, more quality control over their transactions, more repeat and referral business, more listings more often, selling them faster and for top dollar, start taking credit-challenged buyers and getting them mortgage ready in three to six months and all of this is in addition to what they already have with their current lender!

2. Is the goal of the first call just to get a face-to-face meeting only? What if the Realtor wants me to talk about my service over the phone right away?

I would recommend that you respond with: “I’d love to tell you more about my business, but we need to do a diagnostic first on your business, lift up the hood on your business, do a diagnostic process, take you through a series of questions, identify where the low-hanging fruit is, identify where the missing links are, identify where the holes in your marketing bucket are and then and only then will I give you a custom tailored recommendation on how I can take you and your business to the next level. Is that fair enough?” This allows you to stay in control because you used this script.

CONCLUSION

The fourth module of *The Ultimate Realtor Marketing System* course has presented you with several scripts to use when dealing with both your warm and cold contacts. It covers methods to enhance and elevate your mood so that you project an air of confidence and authority. You become an attractive person whom they will want to have a relationship with. This module also addressed how to overcome common objections that impede your progress in establishing that relationship. It also supplies information on establishing a working partnership with a credit restoration service. All of this to get you ready for the next portion of this course and the reinvention of you as a mortgage professional.