Session 10

Mastering Inside Sales

Session 10: Voicemails That Work



Your Coach(es)

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Please reach out if you have questions regarding the content of the course. If you have administrative questions about your client portal, billing or access, please reach out to <u>fasttrack@kw.com</u> or (512) 439-8684.

Guidelines:

- 1. Join MAPS on Facebook to stay up to date on all MAPS events and programs: mapscoaching.com
- 2. Only paid participants may listen and contribute.
- 3. To ask a question you may type your questions into the "Questions" Box.
- 4. If you would like to speak on the call, click on the hand icon located on your dashboard and the coach will call on you when possible.
- 5. Complete all assignments prior to call.
- 6. Be PREPARED!



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- evaluation of a Market Center's financial results;
- · agent productivity strategies; and
- estimates of return on investment.

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Telemarketing

WARNING! You must comply with the Telephone Consumer Protection Act (TCPA) and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an auto dialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

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Objectives

- 1. Quick objection review
- 2. Voicemail strategy
- 3. Follow-up strategy

I. Uncovering Objections

- 1. _____: So glad you brought that up. So, what you're saying is....is that right?
- 2. _____ Digging x 2+:
 - a. What about (their word) is important to you?
 - b. What makes you think/believe (_____)?
- 3. _____: So, what you're saying is... is that right?
- 4. If I can show you a way that we can (solve it) would you be open to talking about it?

II. Feature/Benefits Statements

- 1. _____ + what that means for you is + personalized benefit
- 2. _____ + the way that will help you is + personalized benefit
- 3. _____+ this will impact you by + personalized benefit

Voicemail Strategies

- 1. _____
- 2. _____
- 3. Variety of your _____



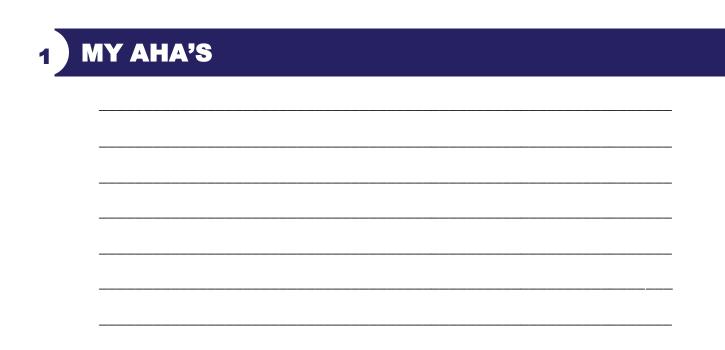
Voicemail 1: Purpose of calling,	
Voicemail 2-4: Specific benefit +	
Voicemail 5:	, yet want to help call
me either way	

III. Review of Call Strategy

- 1. _____ in 6 to _____ days
- 2. This typically leads to _____% pickup or call-back rate.
- 3. If no pickup after 6 calls in 10 days (max), call _____
- 4. If contact made, make ______.



Preparation for Next Week



2 ASSIGNMENTS

- 1. Write out 5 voicemails for buyer leads
- 2. Write out 5 voicemails for seller leads
- 3. Ensure leads are on the calls strategy



