

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 fasttrack@kw.com 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!

Notices:

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- evaluation of a Market Center's financial results;
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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

1 MY AHA'S

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