Mastering Inside Sales

Session 5: Call, Opener, Stalls

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:

General

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This course may contain hypothetical examples and exercises meant to illustrate aspects of Keller Williams' financial, growth and investment models, including:

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• calculation of agent compensation;

• evaluation of a Market Center's financial results;

• agent productivity strategies; and

• estimates of return on investment.

These materials and examples are provided for informational purposes only; they are not a guarantee or prediction of performance, sales, or profits. Agent productivity strategies are models only, not requirements. Independent contractors should set their own goals and strategies. You should not (1) assume that the results of these exercises and models predict financial performance, or (2) rely on the results of the exercises and models in deciding whether to make any investment. You should consult your own legal or financial advisor and verify all information to your satisfaction.

KWRI therefore cautions you not to assume that the results of this exercise bear any relation to the financial performance you can expect as a KWRI associate. The coaching program is offered to support your professional growth by directing you toward productive activities.

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.

Copyright Notice

Objectives

1. Quality Call Opener

2. Stalls

I.   Opener

1. _____

2. _____ (or, "I'm hoping you can help me...")

3. Thank you for taking my call!

4. _____

5. Open question about _____ / or refer to previously

   discovered motivation.

II.   Stalls

1. Difference between a _____ and an _____

   a. Stall

   - First _____ of a call

   - Speed bump

   b. Objection

   - _____ to be solved

   - _____

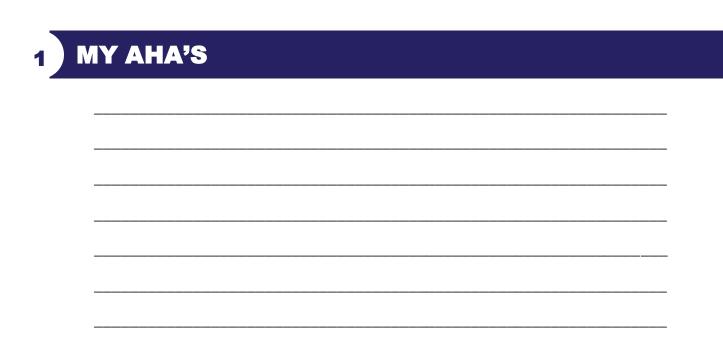2. Three types of stalls

a. _____

b. _____

c. _____

3. How to handle a stall

a. _____ – "I'm so glad you told me" or "thanks for letting

me know"

b. Ask a question about it

- Bad time, can't talk – "_____"

- Email me – "_____"

- No longer interested – "_____"

c. Ask about _____

- "Curious – what prompted you to think about _____"

- In 30 seconds or less, what is _____

If they keep talking, _____

If they say the stall _____, end the call and

_____ what information you received

Preparation for Next Week

1) MY AHA'S

_____

_____

_____

_____

_____

_____

_____

2) ASSIGNMENTS

1. Write out your call opener

2. Choose your most common stall and practice

3. Find a quality script partner and CONSISTENTLY commit!