

SMART SCRIPT

1

Intro: "Hi _____ this is _____"

*If they are in the recruiting cycle make sure you say your company name!

*If they are NOT in the recruiting cycle do not include your company name..... it's not about you, it's about them.

2

Acknowledge: This is your chance to stand out. Confirm that you know they are working.

"I know you're busy" or "I know you did a transaction with..." or "I know you are focused on your clients right now"

3

Transition: Don't say BUT!! Instead say "that's why I wanted to call".

4

Deliver Value: "We all know that referrals from our network are the easiest to convert. That's why some of my agents are joining top producers from around the US who are virtually attending ELEVATE 2022 next week - I'm sending you details and a promo code so you can attend for FREE.....I hope it grows your profits, how's the market?"

Your Agents: "As markets shift we know that staying close to your sphere of influence is CRITICAL. Through a business connection, I have a promo code for you to attend an event that will help you with exactly that... I'm sending you the details on how you can attend it for FREE!"

Who else should be invited: Coop transaction agents, Referrals from your team, Agents from open houses (yours and your agents), Past Events & Challenges, Agents you lost (Non-hires/who left), Mortgage/title/insurance/etc... encourage them to invite others they know!

AFTER ALL...WHO DOES NOT WANT A STRONG NETWORK!