

# “How You Can Convert Phone Calls Into Listing Appointments, Commission Checks, and Raving Fans and Referrals in 4 Simple Steps”

The Incoming Call.



You invested all of your time, energy and money in marketing - Now the phone begins to ring ..... DON'T BLOW IT!

This is a **BRILLIANT!** four step process that effortlessly taps into basic human drives that instantly build trust and draw people to you like a magnet.

In fact, these four steps are so powerful that they will literally change the game for you forever...if you take action and apply them!

The reason these steps are so engaging is they effortlessly melt away that thick barrier of sales resistance virtually every prospect has these days. See...

## I Hear The Same Thing Every Day...

“The biggest issue is getting people to pick up their phones and talk!” or..

“Today’s prospects don’t want to talk, they just want the information.”

Actually every single one of these statements reflects a fundamental lack of understanding of today’s prospect.

People seem to think that today’s prospects are different, that they’ve morphed into some new human life form that only wants information.

That’s just plain wrong!

The Fact of the matter is ....

People don’t want to play the old “scripts and dialogs” sales game that everyone is jamming down their throats.

People don't want to feel like a number anymore.

They've had to deal with salespeople during their business career who are more concerned about their commission than anything else, and they don't want to play anymore.

Think about your own experiences.

When a salesperson calls you, how quickly can you sense that you're being "sold" something?

Most people say they can sense it immediately.  
Then what's the very next thought to go through your mind?

Is it, "How quickly can I get this person off the phone?"  
Most people hang up.

Think about it for a minute .....

How many times have you hung up the phone on a caller yourself?  
How many times have you been hung up on?

### **What They Need From You Is Something Entirely Different...**

It's not about the information anymore - you need to connect in a much deeper and psychological level.

And its REALLY SIMPLE TO DO!

Prospects are looking for a trusted advocate, a professional, an expert, someone who can help them make sense out of all this data, all these mountains of information.

### **You've Got to Become Their Trusted Source - And You Only Have About 10 Seconds To Crack That Door Open**

See, prospects are silently hoping to find an advocate, someone they can trust.

They're sick of dealing with salespeople who are constantly breathing commission breath all over them with their 1990's sales scripts. Plus, they've also become numb to emails and sales automation tactics.

### **You need to "Talk" With Them**

Here's how you can crack the for open and become their trusted source effortlessly.

Done correctly, they will only deal with you, and will become a HUGE referral source for you in the future.

## **STEP 1 – Have a Meaningful Conversation.**

The fact is a lead is NOT a lead until we've had a meaningful conversation with a prospect and they want us to follow up with them.

THAT'S A LEAD!

Everything else is just lead data.

A lead is a person, couple or family who wants you to follow up with them.

Now all that's fine and dandy, but the elephant in the room is, how do we actually talk to people who are hunkered down, sales resistant, and doing everything in their power to dismiss you and your sales agenda?

The conversation you're going to have it all about them

### **IT'S ALL ABOUT THEM!**

So at a very deep level you've got to quit worrying about getting an appointment, if they're working with anyone else, or any other thought that causes you to lose sight of this simple point ... **IT'S ALL ABOUT THEM!**

You've got to take a deep breath, relax and just see about engaging them in a quality conversation, which starts with softly worded questions that are designed to give you social permission to have an actual conversation.

The key is to tone down the "be enthusiastic" stuff we've all been taught for decades and listen.

What you need to do is replicate a very professional, bored \$7 an hour employee, or that of an old friend ..... Be friendly and pleasant, and listen.

What do I mean?

We've got to be knowledgeable, professional but not give any signs that we're actually going to lead this conversation into a sales dialog.

Remember, the moment they sense "salesperson" it's over, they're GONE!



So tone it down, relax and ask non-invasive questions that will give you a couple minutes of idle chit chat, while you're "looking up" their information request.

You say, "Sure let me get that pricing(or whatever they called for) for you. That'll take just a second to pull up. While that's coming up on my computer, do mind if I ask, what was it that caused you to call my office?"

*Follow up with asking them about their business - I simply sit back in my desk chair, put me feet up, lean back, and say, "Tell me your story - how did you get into the business, how long have you been in it, what do you like best about it, and everything else."*

You'll be surprised how much information you will learn! Just sit back and listen emphatically! Use mums, ahs, wow, really, no kidding, and the rest of the simple one word sentences that convey the fact that you are listening.

What you're doing is building trust and rapport. Everyone has a story to tell and no-one ever listens - if you listen, you win. PERIOD.

This approach is much more than "scripts and dialogs." This *mind-numbingly simple* skill set will enable you to open a conversation in virtually every instance.

This one technique for the first 5-10 minutes of a conversation will open more doors than you can possibly imagine.

This is the VITAL first step into breaking the ice and covertly getting them to agree to a face to face meeting so you can begin the listing & sale process

## **STEP 2 – Once You've Had a Meaningful Conversation Send Your Soon-to-be-Clients a Quick "Thank You" Text.**

This is a brilliant little step... once you've had a meaningful conversation always, always, always thank people for their time with a simple thank you text.

DO NOT underestimate the power of this unbelievably simple step:

Always take a minute and send people, who've granted you their time and had a conversation with you, this super simple thank you text.

*"Hi it's Paul. Thanks for taking a moment to talk. It was great talking with you.*

### **NEVER - NEVER - NEVER -EVER**

Talk about yourself unless they "ask" you to.

Keep the conversation all about them.

They don't care about you, your company, or anything else, and they don't want to know until they are good and ready - that time will come - as long as you keep the conversation about them.

*When I get back to the office I'll send you the info we talked about. If you have any questions let me know and I'll talk with you soon!"*

Isn't that awesome?

It's drop dead easy, super simple, and anyone can do it!

The reason this seemingly insignificant text message holds so much value is that it does four amazing things...

**First**, it surprises them in a personal way.

Most people aren't even courteous enough to thank people for their time, so when you send them a text, it surprises your prospect in a very noticeable way.

But most importantly, that "surprise moment" puts you in a very advantageous position and really distinguishes you from the pack.

With this one simple step, you have sliced through all the noise and clutter in your market and made yourself instantly recognizable to them.

**Second**, it displays common courtesy and expresses appreciation. And everyone likes to be appreciated, even jerks!

**Third**, it plants the "talk soon" seed a second time. You plant the first "talk soon" seed in the initial conversation. Then again, you plant it subtly in your thank you text.

**Fourth**, the fourth and most powerful thing this does is it quietly eases you into the prospect's "friend zone."

What do I mean? Well .... who texts you? **FRIENDS!**

Send a simple thank you text every time you have a meaningful conversation with a prospect and plant the seeds for an ongoing communication with the phrase "talk soon."

### **STEP 3 – Send Them a Video Message!**

I'm talking about a personalized video message.

We all have smart phones now-a-days, and video messaging on a smart phone is free!

It is a very intimate media because it actually gets you "face-to-face" in a very non-threatening, yet extremely powerful way.

#### **Sit Back and Listen Emphatically!**

Use mums, ahs, wow, really, no kidding, and the rest of the simple one word sentences that convey the fact that you are actively listening.

Once you send them whatever it is you were going to send them, grab your phone and send them a short video message something like this .....

*"Hey it's Paul. I wanted to shoot you a quick message, to put a face with a name and let you know I just emailed you the information you requested. Check it out and if you have any question please feel free to give me a call. And oh, by the way, I'll be following up with you by phone in the next day or so, just to make sure you got everything okay. And again, thank you so much for giving me the opportunity to be of service. I really appreciate it! Talk with you soon...take care!"*

Now stop for a moment and visualize the process.

You have a 5-7 minute conversation with these folks, connects and gets a little bit of information.

A minute or two later, your soon-to-be-client got a very polite "thank you" text.

And then, an hour or so later, they get a video message from you telling them you did what you said you were going to do and you email them the information - you just put a "face" to your voice, delivered on your promise. Do you realize if you do this, you will have set yourself lightyears apart from the competition!

### **I'm telling you, this is POWERFUL STUFF!**

Plus, with all the little subtle psychological triggers you plant along the way, you follow up with .....

### **STEP 4 – Call Back and Be of Service!**

With these prospects you will have top of mind connection.

And guess what'll happen ...

When you call back the next day, 2 out of 3 people will answer their phones, and the rest of them will call you back.

Now you have the PERFECT opportunity to ask them the \$64,000 question - here is it ....

**Would it be worth 15 minutes of your time  
for us to get together so we can \_\_\_\_\_ and \_\_\_\_\_?**

People want help making sense of the mountains of information of course, but what they want more is real human connection with a person they can trust...they want a trusted advocate to lead them through the process who will look out for what's in their best interests.

When you call them back, make sure you have your calendar out and ready because they WILL book an appointment, and statistics indicate that you have an 87.5% higher closing ratio in a fact to face meeting.

## **PUT THEM FIRST – MAKE IT ALL ABOUT THEM!**

So in closing, have a heart to serve people. Love and care about them, then when you put these four steps in motion, you'll kick some serious butt.

If you have any further questions or we can be of further service, please call us! We're here to help you do what you do best...serve others!

All the best,

Paul Forsberg

P.S. My Cell phone # is 321-427-4100

After you use this strategy, please shoot me a video message and let me know how it works for you - I'll love to hear your results.

Questions? shoot me an email [Paul@PBForsberg.com](mailto:Paul@PBForsberg.com)