

This **30 Second Script** Almost
Guarantees Sellers Will
Stop Hanging Up On You...
IMMEDIATELY



FreedomSoft

<http://freedomsoft.com>

Need Leads?

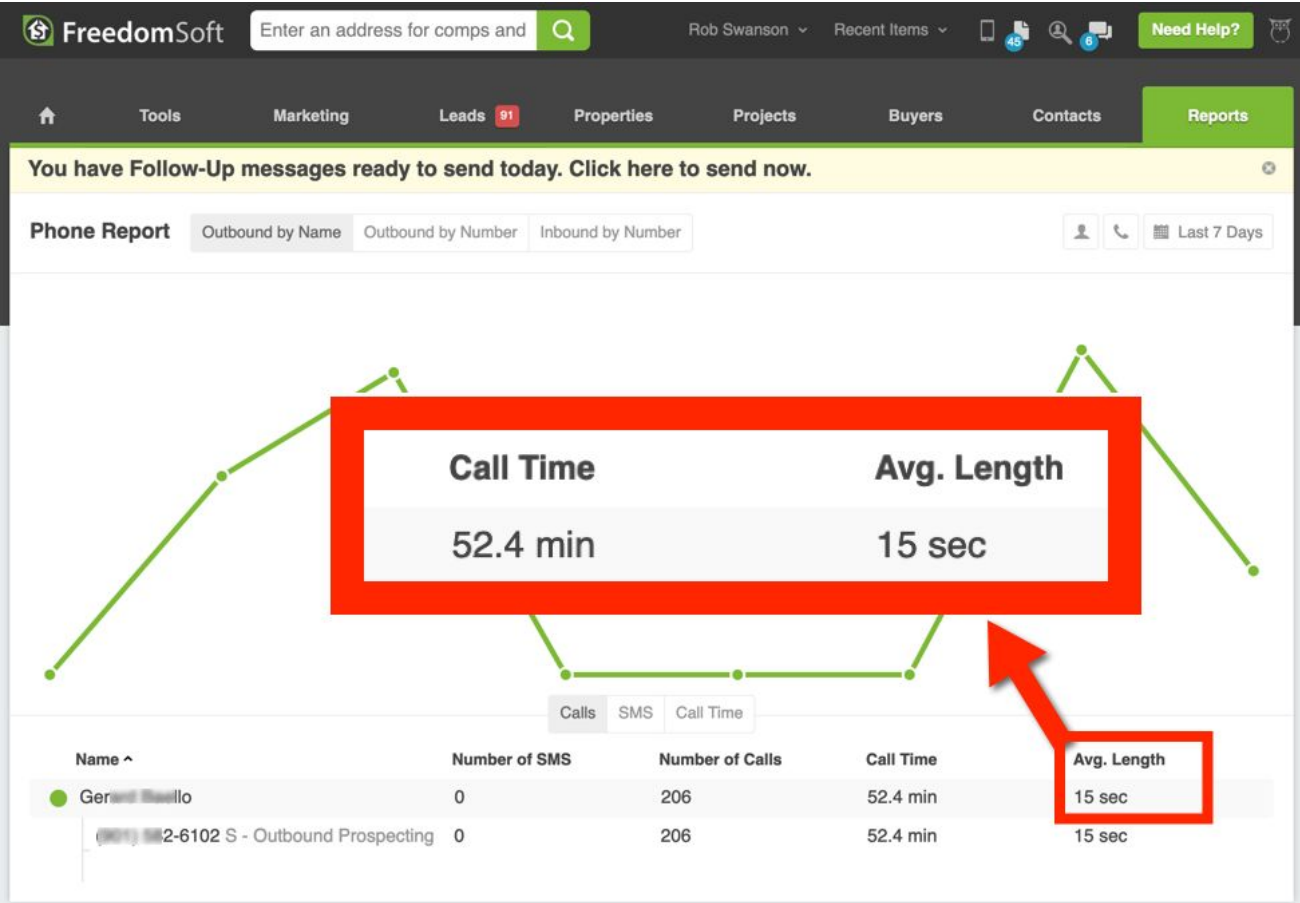
Your CRM Should Be Getting You Leads Everyday.

...and should turn your leads into profit, even
when you're not working.

<http://freedomsoft.com>



Do Your Seller Calls Look Like This?
(Only 52 Min & 15 Second Average Call Time)



But You Wish They Looked Like This?
(16 Hrs & 28 Minute Average Call Time)

FreedomSoft Rob Swanson Recent Items 1,222 66 Need Help?

Tools Marketing Leads **23** Properties Projects Buyers Contacts **Reports**

You have Follow-Up messages ready to send today. Click here to send now.

Phone Report Outbound by Name Outbound by Number Inbound by Number Last 7 Days

Call Time **Avg. Length**

16.6 hours 28.5 min

Calls SMS Call Time

Name ^	Number of SMS	Number of Calls	Call Time	Avg. Length
● Nick Swanson	71	35	16.6 hours	28.5 min
(726) 850-7644 WORKSPACE: Nick Swanson	71	35	16.6 hours	28.5 min

Turning Cold Prospects Into
Interested Sellers Comes Down To The
First **30 Seconds** Of Every Call...

And, when you get it right...let me show you how this can impact your success.

We Audited My Acquisitions Team

Before:

Totals		
Total Calls	782	
Total Good Phone #'s	330	42%
Voicemail Left	244	74%
Live Answer	94	28%
Script Intro 1	4	4%
Script Intro 2	9	10%
Interested Seller	12	13%
# of Contract/s Sent	9	10%
# of Contract/s Signed	5	42%



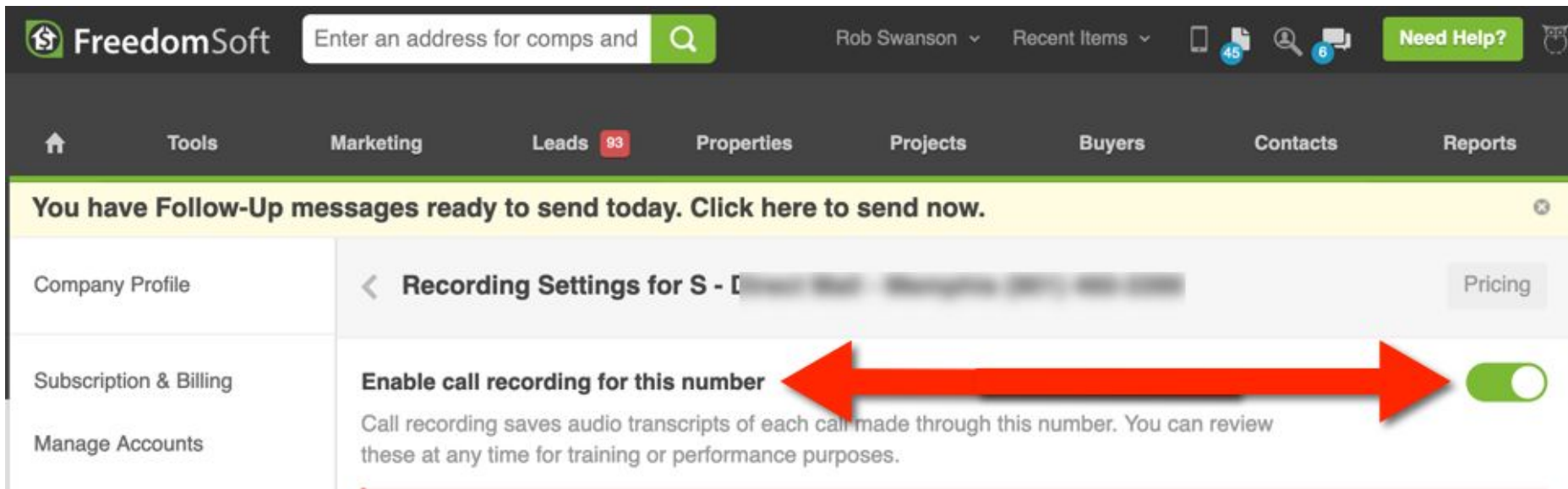
After:

Totals		
Total Calls	767	
Total Good Phone #'s	318	41%
Voicemail Left	253	80%
Live Answer	91	29%
Script Intro 1	13	14%
Script Intro 2	11	12%
Interested Seller	26	29%
# of Contract/s Sent	20	22%
# of Contract/s Signed	11	42%



Unless You Measure What
You & Your Team Are Saying
On Every Call You Can't
Improve The Success

RECOMMEND: Turn On Call Recording For Your Internal Tracking



The screenshot displays the FreedomSoft dashboard. At the top, there is a search bar with the text "Enter an address for comps and" and a magnifying glass icon. To the right of the search bar, the user's name "Rob Swanson" is visible, along with a dropdown menu for "Recent Items". There are also icons for a mobile device with a notification of 45, a search icon with a notification of 6, and a "Need Help?" button. Below the search bar, a navigation menu includes "Tools", "Marketing", "Leads" (with a red badge showing 93), "Properties", "Projects", "Buyers", "Contacts", and "Reports". A yellow notification banner at the top of the main content area reads: "You have Follow-Up messages ready to send today. Click here to send now." The main content area is divided into a left sidebar and a main panel. The sidebar has three items: "Company Profile", "Subscription & Billing", and "Manage Accounts". The main panel is titled "Recording Settings for S - [redacted]" and includes a "Pricing" button. The primary setting is "Enable call recording for this number", which is accompanied by a green toggle switch that is currently turned on. A large red double-headed arrow points to this toggle switch. Below the toggle, there is a descriptive text: "Call recording saves audio transcripts of each call made through this number. You can review these at any time for training or performance purposes."

Let Me Break Down The First 30 Seconds Of The Script

Script Element #1

(The Opener)

A quick ask for the person you're looking for...

“Hey is Joe around?”

PRO TIP

Even if they say they are NOT Joe or that there is NO Joe there, continue with the next part of the script...every time, 100% of the time. This is the #1 reason calls end short...**IF YOU LEARN NOTHING ELSE, LEARN THIS RIGHT NOW.**

Script Element #2

(The Who)

A quick statement explaining who you are...

“So my name is Bill and I’m a local real estate investor in the Anytown area...”

Script Element #3

(The How)

A quick statement explaining why you called...

“...and I noticed your property on Any Street looked vacant.”

Script Element #4

(The Joke)

A quick statement to lighten the mood...

“I hope this doesn’t sound too creepy but I just looked you up online and figured I’d call.”

PRO TIP

Make this light and a little laughable. You're explaining how you got their number, but you're also making yourself human and likeable

Script Element #5

(The Offer)

A quick statement to share the benefit of your call...

“I’m buying houses in the area and wanted to see if you’re interested in selling.”

Script Element #6 (The Request)

A quick statement to ask permission to speak...

**“Do you have a few minutes
to chat right now?”**

This Is The First 30 Seconds Of The One Call Close

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More At <http://freedomsoft.com>