LMC#2 Checklist

LMC2 Live Call Checklist
Second Call – Offer Discussion / Objection Handling
30 Points Total

Purpose of LMC2
Move the seller toward a decision by reconnecting, deepening motivation, anchoring price expectations, handling concerns, and locking in a clear next step.

1. Reconnection and Trust (Preparation Required)
   - □ Reference the prior conversation specifically (property, timeline, price, situation)
   - □ Confirm what the seller previously said is still accurate
   - □ Re-establish rapport briefly and professionally
   - □ Set the purpose of this call

Standard to Hit:
The seller should clearly feel you prepared for this call and remember their situation.

2. Motivation Deepening (Go Beyond LMC1)
   - □ Ask at least 3 new open-ended motivation questions
   - □ Clarify timeline (When do they want this resolved?)
   - □ Clarify urgency (What happens if it does not sell?)
   - □ Clarify holding costs or inconvenience
   - □ Clarify alternatives considered (listing, keeping, gifting, etc.)
   - □ Confirm decision makers

Standard to Hit:
You should understand why they would move forward now, not just that they are “open to selling.”

3. Price Anchoring and Offer Positioning
   - □ Confirm their price expectation again
   - □ Explain GFP’s buying model (discount for speed, certainty, no fees, simple process)
   - □ Frame trade-offs clearly before discussing numbers
   - □ Ask if they are open to a below-retail offer for convenience
   - □ Confirm willingness before presenting or advancing pricing

Standard to Hit:
You control the pricing conversation. You do not present numbers without framing value and expectations first.

4. Handling Concerns and Objections
   - □ Let the seller fully explain their concern
   - □ Acknowledge and validate their perspective
   - □ Explain calmly and clearly

□ Tie response back to GFP value (speed, certainty, no commissions, fees covered)
□ Confirm resolution by asking if it makes sense

Standard to Hit:
Objections are handled professionally, not defensively. You confirm they are resolved before moving forward.

5. Closing and Next Steps
   □ Establish a specific next step
   □ Set a specific timeline
   □ Confirm the communication method (call, text, email)
   □ Confirm who else is involved in decision-making
   □ Gain clear agreement from the seller

Standard to Hit:
The call ends with a scheduled action, not “we’ll be in touch.”

6. Open-Ended Questions Minimum
   □ Ask at least 5 strong open-ended questions
   Acceptable starters: What, How, Why, Tell me about, Describe
   Questions must require more than yes/no answers.

Standard to Hit:
If you ask fewer than 5 open-ended questions, you are limiting your score automatically.

Pre-Call Preparation Checklist
Before dialing, you should be able to answer:
□ What did the seller say last time?
□ What price did they mention?
□ What was their motivation?
□ What leverage or urgency exists?
□ What is my goal for this call?

Performance Benchmark
25–30: Controlled, structured, decision-focused call
20–24: Solid but missing depth or control in one area
15–19: Surface-level follow-up, weak anchoring or close
Below 15: Poor preparation and lack of structure

If you follow this checklist consistently, your calls will improve and your scores will reflect discipline and preparation.