

Hey Arno, Thank You For Your Time... Here Is My Script

Small Talk:

Btw, I've seen some photos of Windermere, amazing scenery...as an Italian, I would love to visit Utah one day

Qualifying:

Move on: the reason we're having this call today is to discuss your lead generation strategy.

Before we begin I would like to start with a quick resume of what I know:

-you gain your clients through referrals & social media the most, right?

-I've noticed that you don't have any LinkTree or website. Correct? You do have the website of your agency(Windermere Real Estate)

-I noticed that you don't offer anything for free at the moment(lead magnet)(200 hours thing) took inspiration from alex

-How much is it costing you to not be on Google search bar with your own thing? No one is advertising in Ut so cost per clicks are so low

-Have you had any previous experience with any agency?

-What is your ideal client archetype. Do you have a sort of a niche of client we can target. For example I target realtors who own teams

PAS FORMULA

Problem: You are losing every day because clients aren't noticing you, you need to stand out from the competition, and this is the main problem of example zillow. You are there competing with 1000s of agents. And to stand out you have to craft a strategy

Agitate: The main issue of this is that real estate depends on lead gen a lot. The more leads the more deals. Otherwise you stay in the same position. Some people try fb or insta ads but in real estate how can it work. No one scrolling will care about a house in their feed...right?

Solution: for this reason I have created my program. To help realtor attract at the right time interested buyers/sellers. Now I don't do only Google Ads, I have included in the package everything you need to succeed and convert the leads that will come from google

OFFER: What budget would you like to start with? The average is 15-30 a day depending on the client needs. You won't pay anything until I generate you 2x roas(return on ad spend) and then 499 month for the management fee.

In the offer I include

Planning the marketing strategy

Google Ads Dedicated 1-1 Campaign Manager

Website & SEO

CRM

Google Analytics & GTM

Access To Copywriter & Video Editor For 50% Discounted Price & 3 Months Free

Various Templates useful to realtors(ex 25 objection handling template)

SCARCITY & URGENCY:

I'm taking on 5 case studies for free until the ad generates a 2x return because that's all I can handle for now

I just want to get some feedback & show that I can deliver results

ALEX HORMOZI: BELIEVE IN WHAT YOU SELL & TRANSFER YOUR BELIEF TO THE OTHER PERSON

Innate tone just believing in what results you will bring

Sescint calls, get to the point

LABELING: Labeling is just really good psychology. It is very helpful identify objections early. Ex weight loss, "I did Weight Watchers" and she said that "it was too expensive". If my service is more expensive then what do I do?

I have to crack this label, I have to overcome this now. So you said it was expensive, what made it expensive? How many pieces of clothing that now no longer you can wear. What's your value in 10 years. So it was really expensive or you did not get what you wanted

BE CLEAR SO YOU CAN CLOSE LATER(REACTIVE)

PROACTIVE(Ascribe traits to somebody else that they will find positive(hey, you seem like a very growth-oriented individual and LATER Because you said you are this type of person X)

Hey man, I know that you are honest so I'm just not bothering you. YOU CAN MASSIVELY INFLUENCE BEHAVIOURS LIKE THIS

Selling The Vacation:

If you sell the plane ticket you have a certain tone VS if you sell the vacation on maui(softest sun & beaches, nice beautiful tan, it is great for insta, you will enjoy the memories for the rest of your life)

SELLING THE SAME THING

WHEN SELLING WE TALK ALMOST EXCLUSIVELY **ABOUT THE EXPERIENCE OF THEM**

THE MORE SOPHISTICATED THE BUYER THE LESS EMOTIONAL THE PITCHES

SACRIFICIAL LAMB: SPEAK AGAINST YOUR OWN INTEREST. "GO DOWN THE STREET, GET THAT. I CLOSED 100% THE REST OF THE DAY.

BECAUSE I HAD SPOKEN AGAINST MY BEST INTEREST, AND THEN MAKE YOUR ASK THEY WILL SAY YES

WHAT TO SAY: BEFORE STATEMENTS OF BELIEF "OUR SERVICE IT IS GOING TO TAKE MORE TIME, HERE IS A BUNCH OF THINGS THAT SUCK