

Module #14 - “Telephone and Voicemail Prospecting”

Problems & Challenges Solved:

1. How do you know what to say when initially calling a prospect on the phone?
2. Why does it seem like nobody picks up the phone? I’m tired of leaving voicemail messages.
3. It seems like every prospecting voicemail just goes into a black hole. How do you get people to actually listen to what you say and then respond?
4. I feel like telephone prospecting is a waste of time because everyone blocks their calls these days.

Key Takeaways:

1. You will learn the components and qualities of effective voicemails.
2. You will learn the best way to structure prospecting voicemails and where you can get content for those messages.
3. You will be ready to deploy the best practices for leaving voicemails.
4. You will develop actual voicemails you can use in your future prospecting efforts.

As You Watch the Video

Here’s a sample voicemail:

“Hi Jeff. My name is Zach, and I’m with [Company Name]. I hope you’re doing fantastic, man. Uh, the reason for my reach-out is pretty simple. My company, [Company Name], has a tool that identifies businesses that visit your website—shows you what they look at even if they don’t actually contact you through your contact forms. I work with a couple clients in your space. I wanted to see if this was maybe something you wanted to learn more about. We offer a free trial so you can see how the tool works for yourself. Give me a call ###-###-####. Thank you.”

List four things that are wrong with the voicemail above:



Rewritten Version of the Voicemail

“Hi Jeff. This is Zach from [Company Name]. Business owners like you are missing out on countless customers, because you don't fully understand who's visiting your website and what they're reading. There are some key strategies companies have been leveraging to turn this into legitimate business. I'm happy to share this with you and even if we don't end up working together, I'll leave you with the insights we compiled. When might you have 15 minutes on Tuesday? I'm at (phone number)

What are some of the differences between these two sample voicemails?

Example of a Bad Commercial Real Estate Voicemail:

“Hi Susan. My name is Jeff Beals, and I'm a broker here at ABC Realty. We're a full-service commercial real estate company serving Northern Virginia. I know your company owns and develops a lot of properties in the area, and I want you to know we can bring a lot of value to your real estate investments. We've had a lot of success listing properties very similar to yours. I'd like take you to lunch sometime, so I can get to know you, learn about your properties and see if it might make sense for us to work together. My number is ###-###-####. I look forward to hearing from you. Thanks Susan!”

Here are some good voicemails a person could use in commercial real estate...

Example 1:

“Hi Susan. This is Jeff Beals from ABC Realty. You may not be aware of this, but the office building right next to your Regency Office Park property just went under contract to sell. I have a little inside information about this you may want to know. Give me a call ###-###-####. Thank you.”



Example 2:

"Hi Susan. Jeff Beals from ABC Realty. This might surprise you, but most tenants don't understand that the landlord is not the same person as the property manager. So the quality of a property manager's work has a profound effect on the landlord's brand. It might be in your best interest for me to do a complimentary inspection at East Side Plaza, and even if we never work together, I'll leave with a list of maintenance recommendations for the next three years. I'm at ###-###-####. Thank you!"

How to Structure a Prospecting Voicemail

1. Greeting
 - Hello – Keep it simple--- Don't say, "How are you?"
2. Name and company
 - Keep it simple and short
3. Value
 - What is your hook? (This is an external insight)
4. Offering
 - What is your relationship deposit? (This is an internal insight)
5. Lower the barrier to entry
 - Give them an out!
6. Call to action
 - Ask for the meeting – but don't ask for permission. Of course, leave your name and number.

Voicemail Rules

Ideally voicemails should be less than ____ seconds. Less than ____ seconds is even better.

Voicemails should never be misleading.

Avoid using clichés and meaningless platitudes.

Two phrases to delete from your vocabulary:

1. "checking in"
2. "touching base"



Exercises

Important Note: Printed below are the exercises as communicated in the video, however it may be more beneficial to complete these exercises by using the worksheets that appear on the following pages.

Write one voicemail that you could leave for a prospect that is insight-driven and value-laden. When done, read your voicemail aloud so all the brokers in your office can benefit from your prospecting creativity. Who does everyone think wrote the best voicemail?

Questions to Ponder

What's the biggest reason most voicemails are never returned?

What's the key to leaving voicemails that capture a prospect's attention?

If you leave voicemails in the morning, what time of day are you most likely to get call backs?

WORKSHEET: PRACTICE STRUCTURING YOUR OWN VOICEMAILS

Steps	Examples	Your Voicemail Components
Step 1	<p>Your Greeting i.e. – “Hi, Hello, Good morning”</p>	
Step 2	<p>Name and Company i.e. – “Sam from XYZ” “Sam Smith from XYZ”</p>	
Step 3	<p>Value Statement i.e. – “Several properties in the XYZ District are about to explode in value, because of their location next to soon-to-be-announced, mixed-use development.”</p>	
Step 4	<p>Offering – Relationship Deposit i.e. – “I’d like to share with you the properties we’ve identified that are most likely to be impacted including yours.”</p>	
Step 5	<p>Lower Barriers – Give Them an Out i.e. – “Even if we never end up working together, you’ll benefit from the research I have put together.”</p>	
Step 6	<p>Call to Action i.e. – “When do you have 10 minutes this week or next to chat?”</p>	

WORKSHEET: CREATE 5 PROSPECTING VOICEMAILS

1

2

3

WORKSHEET: CREATE 5 PROSPECTING VOICEMAILS

4

5

ACTION ITEMS: YOUR COMMITMENTS

The only person who can make you successful is you! By making commitments to yourself, you'll be amazed how quickly you can transform your life and your real estate practice. Set a realistic "TARGET DATE." This date should create a sense of urgency for you. The "OBSTACLES" column should be used in two ways: 1) Identify any obstacle that might cause you to miss your target date; and 2) If you do miss your date, then list the obstacles that impacted that date. You will collect valuable information that allows you to assess where you might make process or mindset changes. Note the date you COMPLETED your commitment in the final column.

COMMITMENT	TARGET DATE	OBSTACLES	COMPLETED DATE
Commit to a deadline of when you will have your prospecting voicemails ready			
Determine one specialty area you will target with telephone calling/voicemail prospecting			
Create a list of 10 targets for your telephone prospecting efforts			

