



Circle Prospecting

Obstacles/Objections

3 Main Obstacles/ Objections

How to deal with it

HOW TO FOLLOW UP

#1. No one is home

(leave a message/info or not?)

#2. “Mr. or Mrs. Agent, why are you doing this?”

#3. I may be interested but under _____ circumstances.

OBSTACLE/ OBJECTION	RESOLUTION
#1	LEAVING A MESSAGE OR INFORMATION IS A PERSONAL PREFERENCE BUT IF YOU DO - LESS IS MORE. IT'S TOUGH TO BEGIN A RELATIONSHIP BY LEAVING A MESSAGE. BE SURE TO CREATE THE REASON FOR A FOLLOW UP: “THE JONES WANTED ME TO MAKE SURE EVERYONE IN THE NEIGHBORHOOD KNEW SOMETHING IMPORTANT ABOUT THEIR HOUSE AND I WILL CALL BACK TO MAKE SURE YOU ARE “IN THE KNOW” TOMORROW AROUND _____” LEAVE A FLYER BUT HAND WRITE SOMETHING LIKE THIS ON THE FLYER IF YOU LEAVE IT..... AGAIN THIS IS NOT IDEAL!
#2	“THE SELLER HIRED ME (OR MY COMPANY) TO HELP MAKE SURE WE FIND A NEW NEIGHBOR THAT WOULD APPRECIATE THE NEIGHBORHOOD AND SINCE THEY TRUST ME I WANTED TO DO EVERYTHING WITHIN MY POWER TO PROTECT PROPERTY VALUES HERE.....THAT MEANS CONNECT WITH NEIGHBORS LIKE YOU WHO ARE VESTED IN THE EQUITY OF THIS MARKET TO SEE WHO YOU MIGHT KNOW THAT WOULD BE A GREAT BUYER FOR THIS HOME!”
#3	“AS YOU CAN TELL I TAKE MY RESPONSIBILITIES TO MY CUSTOMERS VERY SERIOUSLY AND WOULD LOVE TO TALK IN MORE THIS IN DETAIL HOW ABOUT ____ DAY____, HOW DOES __'OCLOCK____SOUND? THAT WILL GIVE ME TIME TO MAKE SURE I HAVE AS CURRENT OF INFORMATION AS POSSIBLE SO YOU CAN MAKE AN INFORMED DECISION”

A hand written note is the perfect follow up:

Hi _____,

I just wanted to say thank you again for taking the time to talk with me about the “Jone’s” property. As promised I will keep you informed. If you come across anyone that may be interested in the neighborhood I am happy to share the market data with them as well just let me know and I will forward it to them. Thanks again and I look forward to talking soon!