

# How to Talk to Leads Effectively!

## CRISTINA EDELSTEIN-SKURAT'S PERFECTED INTRODUCTION SCRIPT THAT WORKS!

Script: Hi, Justin? This is {Your Name} with the {Team Name} at {Brokerage}. I noticed you've been looking at homes in {City} on our free home search website and I wanted to check in. Tell me, where are you at with your home search?



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THE QUALITY OF THE  
QUESTIONS YOU  
ASK DETERMINES  
THE QUALITY OF  
ANSWERS YOU'LL  
GET!

- Cristina  
Edelstein-Skurat

### 3 POWERFUL ASPECTS:

1

#### HOW YOU APPROACH THEIR NAME

Ask their name with a **confident, uplift** in your voice where they can FEEL your smile as if you were a friend.

**DO NOT:** Make the mistake of asking – *Is this Justin?* Which no friend does. This will make them feel that you are really just a salesperson.

**DO:** Address them as a friend – *Hi, Justin?* This will give them the feeling that you are just verifying you called the right friend!

2

#### HOW YOU APPROACH EXPLAINING WHO YOU ARE & WHY YOU ARE CALLING

Straight to the point, skip awkward formalities, like how are you? Asking those awkward formalities make people get cold in the conversation.

You want to get straight to the point and tell them WHY you are calling, then move IMMEDIATELY to the main point of the conversation – getting THEM to talk!

3

#### A FABULOUS OPEN-ENDED QUESTION

Asking them an open-ended question like: *“Tell me, where are you at with your home search?”*

This is such a simple, yet one of the most powerful questions you'll get better quality answers to!