Back up Scripts:

Back up scripts are used when a target says no.

I understand you use Susie at XYZ Title company and totally respect your loyalty and certainly do not want to infringe on that relationship. Let’s say I can help you grow your business by 20% over the next year? (they will ask how) I have proven strategies and best practices I’ve used with my real estate partners to do just that. If I could show you how I can help you grow would you be open to sending me the 20% based on the business I help you with?

I respect that you have a relationship with Susie at XYZ title company and absolutely appreciate your loyalty. We will have the opportunity at some point in the future to work together on an escrow. With that being the case, I would like the opportunity to sit with you for 10-15 minutes to find out a little bit about you, understand your hot buttons and insure that when we do have that escrow I’m able to provide you with an A+ customer experience. (if you get the appt. review the PEP with the client and leave…don’t ask for business)