

# The Response Script to the Huff and Puff Interaction with Homeowners



We are in the Business of **Asking for Business** and that means being nimble on how we **respond** when we ask Homeowners the Question: **“Have You Thought about Selling Your Home?”** In this instruction video I going to share with you a simple **Response Script**, but what matters most are not the words – it is the construction and the elements of the Script. There are four (4) Parts to this script, and we must sequence them properly. I will then ask you to formulate your own version of this Response Script and to **practice it**. [#8WeekSuccess](#) [#KeyProspecting](#)

## ► Handout - Please Silence your Phone - Be Here Now

- Please make sure you are in **possession of the attached Handout** with a **Pen/Pencil** to take **Good Notes**.
- There are **blanks** you’ll need to fill in - the text on the screen **“Red and Bold”** is what you are supposed to fill in.
- Please **be attentive** and **focused** - Trust in yourself and your ability to learn. The Notes you take during the Workshop are as important as the Handout I give you.

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## ► Success Thinking - *Ponder this idea about Confidence:*

- “Confidence** is not built instantaneously – it requires **Preparation** and Lots of \_\_\_\_\_.  
Embrace the Necessity of **Practice** and **Repetition.**”

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## ► Prospecting

- Call it **Fishing**; Call it **Hunting**; or call it \_\_\_\_\_ – Those who learn to **Ask for Business Consistently** \_\_\_\_\_ do well.
- Those who **Wait** for Business to come to them \_\_\_\_\_ the most in this Business...
- Learn to **Catch the Leads**; \_\_\_\_\_ Just How to Service the Leads!

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### ► Prospecting

- Prospecting** is the Act of \_\_\_\_\_ – we are in **the Business of asking for Business**.
- The top **2 Prospecting Activities** are \_\_\_\_\_ others and \_\_\_\_\_ **to People face to face** – that includes **Neighborhood Canvassing**.
- Smart Agents develop \_\_\_\_\_ that they continue to fine-tune so they can create **1 to 3 Appointments a week**.

### ► Scenario

- You are Making **Prospecting Calls** and/or you are \_\_\_\_\_ in Your Farm Area.
- As you interact with one of the Homeowners you ask the **most important Question**: “**Have You thought about Selling Your Home?**”
- They **don’t** answer with a strong Yes nor a clear No... They start \_\_\_\_\_ and **Puffing** by saying things like: “Well...” “Hum, You Know...” and so on. We call that \_\_\_\_\_ or **Huffing and Puffing...**

### ► Hesitation

- Usually, this **Hesitation** comes from not Knowing you all that well, but the **Thought of Selling** has \_\_\_\_\_ crossed their mind.
- They may even be in “**The \_\_\_\_\_ Mode**” of deciding how to go about selling their Home.
- Let’s Learn to **Structure** our \_\_\_\_\_ in such a way that we end up with an **Appointment**. Here is “**The Response Script to the Huff and Puff Interaction.**”

### ► The Response Script

“Selling Your Home is an **Important Decision**, and at times a difficult decision... This is **Why**, at **EXIT Realty**, we offer all of our Neighbors a \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ of your Home - this way, **Mr. Smith**, you can make an **informed decision** on whether this is the right time for you to sell or not... I would like to **Set** an \_\_\_\_\_; would tomorrow afternoon or the following Mid-morning work best for you?”

### ► Let's Break it Down

Before I ask you to write your own version of this script, I will break it down into its components.

There are **4 Major Parts** to this **Script** - \_\_\_\_\_:

The \_\_\_\_\_.

The \_\_\_\_\_.

The \_\_\_\_\_.

The Two (2) \_\_\_\_\_ Option.

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### ► The Validation

In The Response Script the **Validation** portion is...

"Selling Your Home is an **Important Decision**, and at times a difficult decision..."

They need to know that you **get it** and that you are an \_\_\_\_\_ Professional. **Learning to Validate** is one of the most important skills in Real Estate.

To Validate means to \_\_\_\_\_ **someone** completely before you go on to offer them Solutions.

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### ► The Offer of Value

In The Response Script **The Offer of Value** portion is...

"This is **Why**, at **EXIT Realty**, we offer all of our Neighbors a **Free, No Obligation Consultation** and **Valuation** of your Home..."

Always find ways to include the Words " \_\_\_\_\_ " and "**No Obligation.**" I also happen to be partial the word \_\_\_\_\_, it suggests a diagnosis from a **Professional**.

Remember We are focusing on getting an **Appointment**.

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## ► The Take Away

- In The Response Script **The Take Away** portion is...
  - “this way, **Mr. Smith**, you can make an **informed decision** on whether this is the right time for you to sell or not...”
  - You want to give them the \_\_\_\_\_ to make the **Decision**, this is why you want to add “\_\_\_\_\_.”
  - Remember the **Appointment** is where the real action happens; you are seeking to find out their \_\_\_\_\_ to sell. You are **NOT** there to convince them to sell.
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## ► The 2 Appointments Option

- In The Response Script **The 2 Appointments** portion is...
  - “I would like to **Set** an **Appointment**; would tomorrow afternoon or the following Mid-morning work best for you?”
  - You want to \_\_\_\_\_ that they are giving you an **Appointment**; when you phrase it this way you may end up with a third option of their choosing.
  - Try to remain \_\_\_\_\_ about getting an Appointment.
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## ► Their Name

- What is the **sweetest sound** that people hear?
  - It is the sound of \_\_\_\_\_.
  - Find a way to add the **First Name** of the person you are talking to \_\_\_\_\_ during any call or Interview; and make sure you ask them if you are **saying their name correctly**...
  - This is a mistake many of our agents make; they don’t realize that when the call or interview are **not personalized** the other person feels like they are interacting with an order taker – rather than an \_\_\_\_\_.
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