

Profit Share Scripts

Script 1

Hello, is *(potential recruit's name)* there?

Thank you for taking my call. *(Name of potential recruit)*, this is *(your name)* with Keller Williams Realty. I had a transaction with you back in *(month it closed, or if you don't know, in the past)*. I enjoyed our transaction, and I wanted to talk with you about another business matter—do you have a minute?

Yes.

Great. I was experiencing some frustrations lately, and in talking with some of the agents in *(city)*, they have had some of the same frustrations as well. Like sellers not understanding the price that their home will sell for. Are you currently experiencing any frustrations like that?

(Whatever they say)

At Keller Williams Realty, I have a consultant that has helped me tremendously with working through that frustration and I am having more production than ever before. *(He/She)* has given me some gift cards for a free thirty-minute consultation that I may give away to some of the agents I admire. Well, I thought of you and I was wondering if you would like to experience a consulting session with *(him/her)* for free.

(If they say yes)

Where may I send the gift card? I'll let *(Team Leader's name)* know that I gave it to you and *(He/She)* will give you a call and set a time.

(If they say, "No, I'm not interested")

Okay. Who do you know in real estate that would appreciate a free consultation to help them increase their business?

(If they say, "No, I think you are trying to recruit me.")

Well, if you wanted to join Keller Williams Realty, we would love to have you.

Are you considering making a move at this time?

No.

Great! Well this was a gift I wanted to give to you. At this time it is not about recruiting, and if you ever decide to make a move, be certain to call Keller Williams Realty and find out why so many agents are deciding to join us this year.

I'll send you the card and have *(Team Leader's name)* give you a call.

Script 2

Hello, *(their name)*, this is *(your name)* with Keller Williams Realty. Thank you for taking my call. Today's call is about business. Do you have a moment?

Yes.

Great. Frankly, I was calling some of the agents I admire most in real estate to make certain they weren't left out of a real estate event coming soon *(in our city)*.

Since you are a learning-based person and obviously always improving, I thought you would choose to attend.

What event?

(BOLD graduation, Family Reunion, Mega Camp, First Step to BOLD, or other local educational event)

When/where is it?

(date/location)

How much is it? (free or \$\$)

I could check to see if there are any discount coupons if you're interested.

So, what do you think? Do you want to grow your business and attend?

If no.

Who do you know in the industry that would like to learn how to increase their business? May I have their phone number or office name and location?

Script 3

Hello, and thank you for taking my call. This is *(your name)* from Keller Williams Realty, and I wondered if you would be offended if I asked to visit with you for thirty minutes about our firm.

I'm really excited about what we're doing (*give examples—training, seminars, Profit Share, BOLD, etc.*) and the reason I'm calling is I wondered if you knew of anyone who could benefit from (*example*).

Great, thank you. How about you?