

THE ABRAMS METHOD

Initial Phone Call

"Hi, my name is _____ (your name) and I got your name and phone number off of Google. I searched _____(best divorce attorneys, best accountants, best financial advisors) in _____(state) and you were on the list that came back. The reason I am calling is that I am a residential real estate agent and A,B,C

- A. If calling divorce attorneys: Half of my clients will get divorced, I mean 54% of this country does so I figure that means at least half of all mine will as well and I do not know a good divorce attorney...
- B. If calling Accountants: 100% of my clients will need to file taxes this year and every year after that. I do not know a good accountant to refer them to when they ask...
- C. If calling financial planners: 100% of my clients should be investing their money with a great advisor, and the truth is that I do not know a great financial advisor...

I would like to come by your office and learn a little about how you operate. Do you have 15 minutes one day this week?"

The Meeting

"Thanks so much for seeing me, I really appreciate your time. As I said (look at your watch), I really only have 15 minutes so I will not bore you with anything about me or what I do, I am a residential real estate agent and we all know what they do, I just do it better then everyone else. So, I know you can tell me what you do and how you do it, but what I would really like to know is WHY you do it? I mean, I am a business owner just like you, and I have found that understanding a person's path into their field is often just as important as understanding how they operate. So, why the world of _____ (law, advising, accounting, etc.)?"

Listen for 15 minutes. If the conversation slows ask probing questions:

- Wow, that must have been a difficult decision at that stage in your life, what were you thinking?
- What did your parents think of that idea?
- Isn't it hard to decide what you want to do for the rest of your life at 21 years old?

"Wow, that's a great story. You know, it sounds like you ended up in the exact place you should be. Your clients are lucky. Well listen, I have to run, like I said I only had 15 minutes today and again, I won't bore you with what realtors do, you know what

we do, I just do it the best. Do you have anything in writing that explains how you do what you do? Now that I know why, I would love to see how?"

"Perfect, Can I email you if I have any questions?"

"Great, Thanks again"