

Agent Engage Scripts and Dialogue

The goal of any script or dialogue is to enable our clients to have a baseline of communication between themselves and their Realtor contacts regarding our product.

**** Remember the number one reason to get an agent onto your Breakthrough Broker branded platform is for you to stay top of mind every week, to be heard above the noise, and to be remembered when they have business to send your way.*

Making sure your agents are receiving the emails every Tuesday and Thursday is one of the ways to make sure your agents are getting easy access to the site.

Follow up phone call (making sure they are getting the emails):

You:

Hi _____ it's Eric from _____ (title/mortgage) I am calling because I recommended you to one of our new partners Breakthrough Broker. I am hearing from my colleagues around the country that it is helping their agents a ton and I would love your opinion on what they are sending you. You should have received an email with your login information, did you see it?

Yes, they've seen the emails

Agent:

I did but I didn't know what it was all about.

You:

Great; it's a no cost resource for real estate agents with actionable ideas, strategies, technologies, and tips that agents are absolutely loving! I immediately thought of you when I saw the website and emails and would love your opinion on some to the stuff they are sending you. You will get the ideas and strategies every Tuesday and Thursday morning. Again it's no cost so please let me know what you think. I think they sent out a _____ this week. (content piece that was sent out for the week)

No, they haven't seen the emails

Agent:

No I have not seen an email from Breakthrough Broker. What is it?

You:

Ok, I know they sent you a welcome message. Would you mind checking your spam/junk folder? It's a no cost resource for real estate agents with actionable ideas, strategies, technologies, and tips that agents are absolutely loving! I immediately thought of you when I saw the website and emails, and would love your opinion on some to the stuff they are sending you. You will get the ideas and strategies every Tuesday and Thursday morning. Again it's no cost so please let me know what you think. I think they sent out a _____ this week. (content piece that was sent out for the week)

Engagement Strategy:

Have not used BB from reporting data

You:

Hi _____ I hope you are great! I see you have been super busy and haven't had a chance to check out that Breakthrough Broker site I told you about. Busy is good! But they sent out a _____ (content from BB emails) this week, and my colleagues are telling me their agents are loving it and I would love your opinion on it. I am going to resend it to you, let me know when we can connect for a few minutes to tell me if it is any good or not.

Have used BB from reporting data

You:

Hi _____ I hope you are great! I see you have used Breakthrough Broker a few times. I would love your opinion on it and what items/tools on the website are you using the most. I have a direct line to the Breakthrough Broker team so if there is anything you think may help your business they could provide let me know and I will get with them.

Presenting Breakthrough Broker in person to a group: ***Link to short BB video

You:

Breakthrough Broker is an all encompassing business tool to help you save time and money. It contains hundreds of actionable strategies, ideas, tips, technologies, templates presentations, and downloads to help you with your real estate business. Their goal is to have an answer to every need you have in the business. A profile with BB is no cost and almost 130,000 agents nationwide are using the resource. They will send you an action item for your business every Tuesday and Thursday, my colleagues throughout the country are telling me their agents absolutely LOVE it.

**** For compliance reasons please remember not to get yourself in trouble. You are not giving access to **BreakthroughBroker.com**. Any agent can have a profile, BUT you want them to see you on the site so you can recommend them to us and we will assign those agents to your branded pages so they see you on every page of the site, every time they go.*

Presenting Breakthrough Broker one on one: ***Recommend the agent to BB before the meeting

You:

I recommended you to one of our new partners, BreakthroughBroker.com today. My colleagues throughout the country are telling me their agents absolutely love it, I would love your opinion.

Agent:

What is it?

You:

It is an all-encompassing business resource for real estate agents that has no cost ideas, strategies, technologies, tips, templates, presentations, and downloads. Basically anything you

need for your daily business needs. You should be getting items every Tuesday and Thursday in your email, again I would just love your opinion on some of what they are providing.

*** In person you can hand out the BB flyer

http://www.breakthroughbroker.com/img/site_specific/uploads/Info_Sheet.pdf and the content list

http://www.breakthroughbroker.com/img/site_specific/uploads/Breakthrough_List_of_Content_2015.pdf

Objection Handling:

Agent:

Thanks but no thanks, my company already has this kind of stuff.

You:

I know your company has some great marketing items, but some of my best clients told me the same thing and now they LOVE the additional things Breakthrough Broker has to offer. Plus, using some of the stuff on BB will set you apart from some of the other agents in your company.

***Hand the content list flyer with several items highlighted that you know their company does not have (self promo brochure, door hangers, marketing plan, social media tools etc.)

*** Handling this objection is important. Remember, you want all your agents seeing you every week. Real estate companies and CRM technologies all have great tools for their agents but they are Real Estate companies and CRM companies, BB is a content company. BB produces new actionable, contemporary and strategic marketing, planning and business tools every week when other companies update their items once per year if that.

Agent:

Thanks but the two emails per week is just too much. The stuff is pretty cool but I will never be able to keep up.

You:

I completely understand. You can always unsubscribe from the emails. I receive the weekly messages from BreakthroughBroker.com and I will just forward you items I think you will love or need. Does that sound like a good plan?

*** Then make it point to forward at least two emails per month

Email Script:

You:

Hi _____ I hope you are doing great! I wanted to remind you I recommended you to our new partner BreakthroughBroker.com. I am hearing from my colleagues throughout the country that their agents are loving it and I would love your opinion.

It is an all-encompassing business resource for real estate agents that has no cost ideas, strategies, technologies, tips, templates, presentations, and downloads. Basically anything you need for your business.

Please check your email for login information from [BreakthroughBroker.com](https://www.breakthroughbroker.com)

This is a short video on what it is about if you are interested.
https://www.youtube.com/watch?v=z89QvdFd_ZA&feature=youtu.be

if you have any questions at all please call me anytime!