



THE GOAL

Any script, dialogue or conversation outline is to ensure success when communicating with real estate agents regarding content within Breakthrough Broker.

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 potential business to send your way.

After referring a real estate agent to BreakthroughBroker.com, that agent will have a profile and will be started on our twice per week email campaign, where they will be delivered ideas, strategy, tips, technology, marketing templates, etc.

As ex-top producing real estate agents and broker/owners of a 65-agent company, we know that the best real estate pros in the industry are always looking for new ideas, strategies, and tools to build momentum within their business. (Nathan and I would sit awake on Sunday nights surfing the internet for little nuggets for both us and our agents for that week. It was a little spark for the week.)



AFTER REFERRAL BB EXPLANATION



The most common question we get asked is

“How do I explain Breakthrough Broker to my agents?”



Phone call



In Person



Email

“We are part of a new resource, which I thought was pretty great. I know most of my best agent partners are constantly looking for new ideas, technologies, tips, and strategies, so I assumed you would love this. They should be sending you this content every week, and I would love your opinion on some of what they have. I will follow up in a week or so.”

Making sure your agent contacts are receiving their emails every Tuesday and Thursday is one of the ways to ensure they are getting easy access to the site.



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

YOU: *“Hi __ (Name) __ it’s Eric from __ (title/mortgage) __ I am calling to make sure you saw the _____ Breakthrough Broker sent out today (email we send out to them and you, look at the most recent content, for example: marketing action plan). I am hearing from my colleagues that their agents thought it was pretty helpful. I would love your opinion.”*

AGENT: *“I have not seen that email.”*

YOU: *“Ok, I know they sent it out since I received it earlier this week. Can you check your spam filter or search your email for agentsuccess@breakthroughbroker.com? Once you find it make sure you approve them as a good sender.”*

AGENT WHO IS RED IN YOUR REPORTING



This is a real estate pro whom you referred to Breakthrough Broker and has not yet been to the site. Getting these agents to check the site out is typically a function of having them realize that the emails are coming to them and what they are and whom they are from.



Phone call



In Person



Email

“Hi _____ I was reviewing my Breakthrough Broker reporting and noticed you have not yet been able to check out the site. I have heard from some of my best agents that they are loving the ideas, strategies, and tips going out each week, so I assumed you would love it too. I will forward you this week’s content. I would love your opinion, so let me know when you have a few minutes.”

NOTE:

If your agent does not know their login info, they can use their email address and reset their password in the login section.



Phone call

OPPORTUNITY ALERT FOLLOW UP:

“Hi _____ I am giving you a quick call because I was looking at my Breakthrough Broker reporting and noticed you downloaded a Modern Listing Presentation the other day and thought I would check in and see if you needed anything on the title side of things.”

OBJECTION HANDLING



The best way to get real estate agents to love and use Breakthrough Broker over and over is to get them interested in the weekly emails. The only sales pitch you need to make this beneficial to your business is to get your agents to look forward to the ideas, strategy, tips, technology, marketing templates, and presentations that go out every week. This will keep you top of mind and relevant to their success. This will keep you top of mind and relevant to their success.



Phone call



In Person



Email

AGENT: *“My company already has great resources, but thanks.”*

YOU: *“I completely agree ___(company)___ has great resources, so which do you love and use the most?”*

AGENT: *“Well I usually use the flyers and listing presentations.”*
(or whatever they come up with)

YOU: *“Great! Most of my best agent partners have really good back office tools and most even pay for a great CRM, and they still find helpful stuff on Breakthrough Broker, like the consumer infographics and some other really out-of-the-box content. So it might just be a great supplement to what you already use.”*

