

5 Most Important Things To Get the Appointment



2022 - 2024 YTD

1,175 Appointments Set

42 Appointments Set Per Month on Average

62 Closed

5.2% Appointment Set to Closed Ratio



 @jeffcohenkcrealestate

Learning Objectives

- 1. Planning Your Conversations
- 1. Tonality and Building Rapport
- 1. Understanding Motivation
- 1. When To Ask for the Appointment
- 1. Having a Proper Close

Planning Your Conversations

1. Lead Source
2. Outcome You Want
3. Confidence
4. Practice



Tonality and Building Rapport

1. Mirror and Matching
2. Active Listening
3. Coming From Curiosity



Hi, (First Name). I was just thinking about you. Did I call you at a bad time?

Lead says, "No."

I have a quick question for you. I'm going to be creating a few home value reports on Thursday afternoon from 2:00 pm to 4:00 pm for some of my clients. I was curious, would you like me to email one for you and your home as well?

Understanding Motivation

1. Real Estate Dream or Nightmare
2. How and What Based Questions
3. Future Pacing



When To Ask for the Appointment

1. Knowing Your Value
2. A Way To Help
3. Making a Bet

Having a Proper Close

1. Recap
2. No Brainer Offer
3. Weekdays or Weekends

2024 APRIL						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

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(Lead First Name), based on what you shared with me with your (Real Estate Goal), why don't we meet? I can share with you a custom-tailored plan to make the home buying process easier than what it is for many other home buyers and an on and off market home buying strategy. You can then decide if it sounds good to you. What works best, weekday or weekends?

Recap of Learning Objectives

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Questions?

Let's Connect

