



2020

5 Tips To Help
Your Cold Caller
Generate More
Leads



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Wrapping Up The 5 Tips To Help Your Cold Caller Generate More Leads

INTRODUCTION

If you are looking for skip tracing then you're most likely cold calling and/or texting motivated sellers.

If executed correctly, cold calling can be a fantastic lead generating campaign that will flood your CRM with leads.

Unfortunately, most people I consult with make the same mistakes and do not generate enough leads before ultimately quitting.

We can help! Skip Force has 6 In-House Cold Callers that generate 12-15 HOT leads Daily!

Here are the top 5 methods you can implement to instantly improve your Cold Calling Lead Generation machine.

ONE



MAKE YOUR COLD CALLERS MEMORIZE THE SCRIPTS AND TELL THEM TO FORGET IT!

Tell your cold callers that they are actors, the script is a template and each section needs to be addressed but not in the exact order.

A cold caller should "flow" with the prospect.

This requires training; you have to put time into training your cold callers for them to be successful.

Most investors just give cold callers a script and wonder why they are not seeing results.

Regardless of their past phone sales experience, buying houses is a very different type of sale.

If cold caller's are following a script they will miss out on the most important factor for a great call, ***focusing on active listening.***

TWO



CULTIVATE ACTIVE LISTENING

The seller will give you clues on their situation but if the cold caller is so focused on the next question or getting their agenda across than they will miss the opportunity.

Make sure you are listening and dive in deeper for an explanation using techniques like labeling and mirroring to extract more information.

Never let a situation pass without clarification.

THREE



LABELING AND MIRRORING ARE GREAT TECHNIQUES THAT WILL GET THE PROSPECT TALKING. THEY SEEM EASY BUT ARE VERY DIFFICULT TO EXECUTE.

Labeling is just reconfirming what emotion the prospect is feeling. It always starts with "Sounds like, Feels like and Seems like" followed by the emotion or action.

For example..."It sounds like you have been under extreme stress lately.
Feels like you are a very giving person".

This lets the prospect know you understand them and allows them to open up and get to the heart of the situation.

Mirroring is just repeating what the prospect said, back to them with a confused or questioning inflection.

For example..."Yes, selling my house has crossed my mind but I'm not ready to sell at the moment..."

Cold Caller responds with: "At the moment?!..." (Silence)

This initiates the seller to tell you more info without you having to ask an overly probing question.

FOUR



STOP SELLING BENEFITS!

The lowest form of sales is selling benefits, it's also what most people do. It rarely works.

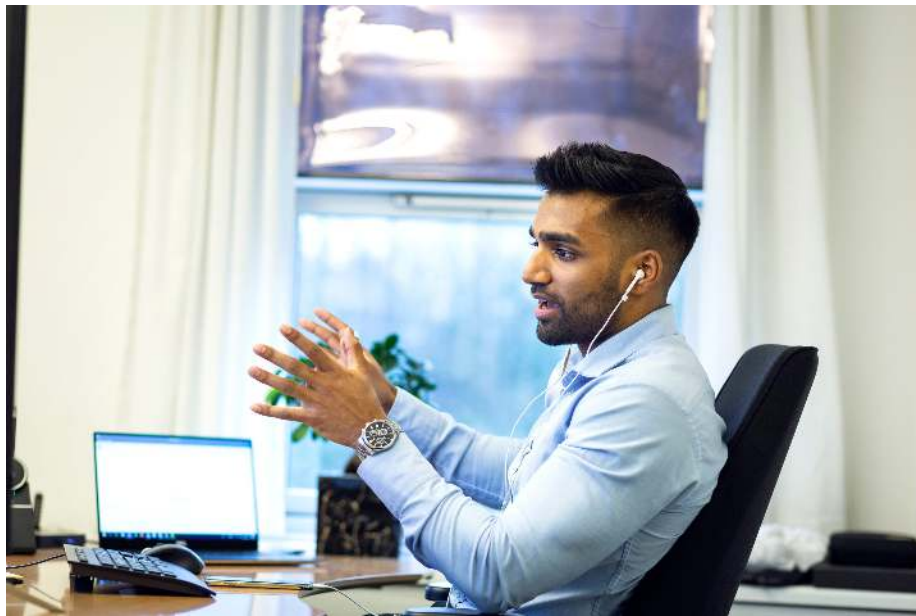
Your cold caller will want to tell the clients all the benefits that are associated with taking your offer. We pay cash, buy the house As-Is, can close in 7 days!

None of that stuff works. Their mindset is the reluctant buyer which levels the playing field if executed correctly.

For example: "What's your offer?"

Answer: "I'm not even sure if I can make an offer without knowing a little more about your house and situation. The only way a deal works is if it's a fit for you and me. Do you have a few minutes to talk so I can better understand you and your situation?"

FIVE



GO FOR THE "NO" EARLY AND OFTEN.

We are in the number's business. They have to make a certain amount of calls to get a certain amount of connections to get a certain amount of leads.

For example: *Sounds like you have a lot of pride in ownership in this property. Can I tell you what we do and you tell me if it's a fit or not?*

The worst trap is to stay engaged in a conversation for too long with a prospect that has no intention of selling at a discount.

They need to get to the point without ruining the rapport and push the prospect into telling ***THEM*** if their solution is a fit or not.

THE WRAP UP

Remember, generating more leads isn't difficult but you must adhere to a methodology in order to see the best Return on Investment.

Following the 5 Tips to Help Your Cold Caller Generate More Leads is one Standard Operating Procedure that the team at Skip Force Employs. It's Stupid Easy!

1. Memorize The Scripts and Forget It!
2. Cultivate Active Listening.
3. Label and Mirror Prospects.
4. Stop Selling Benefits!
5. Go For The "No" Early and Often.

Skip Force is a SaaS company based in Austin, TX. Founded in August of 2019, Skip Force has developed solutions, for real estate investors and resellers, to streamline the skip tracing process to effectively close leads.



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