

Guide to Using the Cold Call Script Template

Helping Real Estate Salespersons Cold Call with Confidence and Success

1. Purpose of the Script

The Cold Call Script Template helps you structure conversations naturally, open prospects confidently, and increase your chances of booking appointments.

Remember: Cold calling is about connection, not just pitching.

2. Preparation Before Calling

- Know who you are calling (area, property, enquiry).
- Know your offer (free valuation, launches, insights).
- Set your mindset positively before each call.

3. How to Use the Script Flow

- Step 1: Greet and Introduce - Confirm prospect's name politely.
- Step 2: Establish Context - Quickly explain why you are calling.
- Step 3: Build Curiosity and Value - Share insights without pressure.
- Step 4: Qualify Interest - Explore prospect's buying/selling timeline.
- Step 5: Offer a Next Step - Propose a simple next action.
- Step 6: Close Graciously - Thank them genuinely.

4. Common Mistakes to Avoid

- Talking too much without asking questions.
- Sounding scripted or robotic.
- Pushing for meeting before qualifying.
- Getting discouraged by 'No' - it's normal!

5. Tracking Your Calls

After each call, log:

- Interest level
- Follow-up needed
- What offer was presented

Consistency improves conversion rates.

Final Thought

Cold calling is not luck - it's skill built through connection, value, and practice.

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