

Inbound/Outbound Calls

General Information

So, it is now time for those all-important phone calls!!!! I know you are excited about all the phone calls that are going to be coming in (and there will be a lot of them with this system!) But we are not just talking about **inbound calls** (person is calling you) we are also talking about you making **outbound calls** (cold call). Okay, okay...deep breaths! No time to panic! You can do it! All, and I mean all, successful marketing campaigns require outbound calls. Why do you think you still get telemarketing calls? Because they work!!!! As we always say:

In order to separate yourself from the rest of the investors out there, you need to get comfortable with being uncomfortable.

I know you are still thinking, “but everyone hates them. So, can’t I just skip it?” Well, let’s think about this. What one item do you have on your person at all times? I am of course talking about your phone! Everybody has one! Have you ever walked out of the house and realized you forgot your phone? What do you immediately do? You walk right back in and get it. Let’s face it, everyone has a phone! That is why connecting with a person on the one item the majority of us cannot fathom being without is so crucial!!!!

To make sure that you make your calls (because you know you are going to put off the tasks you dread doing), you will schedule your week so that you have dedicated blocks of time to call people. These blocks will vary in length depending on the amount of time you have as well as volume of leads. You will be making a minimum of 5 calls during the first week you pull your data. Make sure to vary your call times to include 2 evening calls, a morning call and a weekend call. Your goal is to try to catch them live on the phone, so varying your call times will help increase the odds of doing so. Use a call script and always have a questionnaire ready to make sure you have gathered all the information you need to complete your due diligence.

To help with identifying lead phone calls, it is a good idea to get a google voice number so any leads that call or that you call, will be directed to one number. This allows you to immediately know that a call coming in is a lead. A google voice number is also ideal for the tracking of leads. You need to be able to determine if you are hitting your goals.

Always remember your number one goal is to set an appointment as soon as possible, either that day or the next. Using your questionnaire and script, will ensure that you do not miss any important details.

Inbound Call:
A call that the lead initiates

Outbound Call:
A call that you initiate to a lead



Tip:

Using a google voice number for your business will not only save your phone number from being made public but will also allow for better tracking. Google Voice offers a free local number that can be forwarded to your number or an answering service. Google Voice also offers free transcription of messages and captures incoming call numbers. For more information visit,

<https://www.google.com/voice>

Common Objections

As you begin your outbound calling and start to receive inbound calls, you will be encountering objections. People facing foreclosure are scared, lost and most importantly confused about what potential options they have and the process they are facing. And as the famous quote goes, “The confused mind says ‘no’”.

Being prepared with some common responses to the most typical objections you will hear from homeowner’s, can not only allow you to be prepared to address them but will also convey a sense of confidence and helpfulness that a scared homeowner is looking for.

We are currently working on loan modification or forbearance

Only about 20% of loan modifications are approved making the likelihood that the homeowner is going to receive one slim. Let the homeowner know that that is wonderful they are working to modify their loan and you hope they are successful, but enquire if they have planned for if the modification or forbearance doesn’t go through. Encourage them explore and prepare for all options and outcomes so that they can be prepared.

We have everything taken care of, thanks.

This is a gut reaction to when asked if you need help. Think of it in the same terms as when you go to the store and the sales clerk asks if you need help with anything. You immediately say, “No”. Even if you are looking for a specific item and do not know where it is located. Respond in a reassuring way, acknowledging that they do, but that you are available to help answer any questions. You may want to gently enquire what their plans are to see if you can offer any help or advise as you have dealt with several of these situations and can offer guidance.

We want to stay in the home, so a short sale isn’t for us.

The likelihood of them being able to stay in the home is extremely low. For them to do this they will need to make their balance current and pay all additional fees and penalties. Gently explain this to them. Enquire if they have other sources of income to make this happen. They are more than likely trying to deny their situation. Being informative and confident in the process and the options they have will help to eliminate this objection.

We are just going to walk away from the house and let the bank take it.

The homeowner has every right to do that. They may be confused about their options and how they will be impacted. Explaining to the homeowner the advantages of doing a short sale as opposed to allowing the house to go to foreclosure can further the conversation. These include, additional time to find a place to live, waiving of a deficiency waiver, less impact on credit. Explaining these different options can help inform the homeowner about the short sale process.

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