

The Importance of Dialogue Practice

The delivery of pre-written dialogues as a "habit induced skill" can make you more effective in your daily prospecting and selling activities. By practicing and internalizing your prospecting and presentation dialogues, you can spend less time thinking about what to say to prospective buyers and sellers and more time communicating with them.

When you master the delivery of dialogues, you begin saying the right thing, at the right time, with conviction, your fear is reduced, and your confidence level will go up.

REHEARSE, MEMORIZE AND INTERNALIZE

It is recommended that you practice your dialogues for at least 30 minutes each day to help you internalize your message so that you can stay focused on a customer and their reactions and not on the words you are saying.

The following suggested exercise will help you master the delivery of dialogues in any situation that may arise:

1. Read the words 4 times to yourself slowly.
2. Read them to yourself 10 times as fast as you can.
3. Read them out loud 4 times slowly using body language and tonality.
4. Read them out loud 6 times as fast as you can.
5. Read them once, as you would like to deliver them.
6. Repeat steps 1 through 5 twice daily.

Why Practice Dialogues Out Loud?

1. 10% of what we read
 2. 20% of what we hear
 3. 30% of what we see
 4. 50% of what we hear and see
 5. 70% of what we say
 6. 90% of what we say and do...
- ...therefore, practicing dialogues out loud and often is the key!

TIPS ON PRACTICING DIALOGUES

If all you do is, learn the words in a dialogue, you will only be 7% effective. When you try to add "tonality" behind the words, you become 38% more effective in your communication. When you learn to add "body language" behind the words, you become 55% more effective in your communication.

When on the phone, the use of body language, pauses and tonality can energize your conversations, promote your personality and help control the direction of the conversation.

- Stand.
- Smile!
- Be enthusiastic!
- Arms ready.
- Maintain good body posture and voice tonality.
- Follow the dialogue.

AFFIRMATIONS

Reciting daily affirmations can help you create and maintain a positive, success-driven, mind-set. Reading, writing, or listening to affirmations in the early morning and/or evening prior to retiring can help you control your self-talk (the internal dialogue we carry on with ourselves about ourselves and others) and create thoughts that produce a positive, productive attitude.

Lead Generation

- I am a great salesperson
- I am a great listener
- I am a lean, mean listing machine
- I set appointments daily
- I qualify all my appointments

Health and Fitness

- My mind acts on healthy information
- I develop a stronger health consciousness, every day in every way
- I am healthy, I eat properly and I exercise regularly
- I notice changes in my life and I like them, I feel great

Stress

- I am the master of ease
- I am in control
- I have an alert mind and calm body
- I am a high achiever

Goals

- I set short and long range goals
- I plan my work, I work my plan
- My goals are achievable and specific
- I visualize my goals

Self-Image

- I attract good things
- My mind has unlimited potential

THE ANATOMY OF A POWERFUL PROSPECTING DIALOGUE

1. Identify yourself.

"Hello, this is _____ affiliated with Coldwell Banker Real Estate CB."

2. State the reason for your contact.

"The reason for (my call) (stopping by) is..."

3. Ask for a lead or referral.

"Who do you know that might have a need to buy or sell at this time?"

4. Thank them for their time (and help).

"I appreciate your time (and help)."

5. Ask if they have a real estate need.

"By the way, how about yourself, do you have any future plans?"

6. Thank them again.

"OK, thank you once again, and have a great day!"

IMPORTANT: Follow NRT's **Do Not Contact Policy** when calling prospects.