**You:** Hello (person’s name) this is (your name) giving you a call from (City, State). You responded to one of our ads regarding real estate investing (You can also insert your ad subject line if it was unique). Do you remember that?

**Prospect:** Yes

**You:** Okay, perfect. Well, *the reason* for the call today is that you’re one of the individuals who *might* qualify to work with us **directly. I do have a couple of questions for you before we begin the interview process. Did I catch you at a good time?**

**Prospect:** Yes

**You:** Ok great so what do you currently do for work/income?

**You:** How long have you been doing that? *(LISTEN TO THEM…MAKE NOTE of what they say)*. *So it’s not your dream job then?*

**You:** Ok so what has you wanting to make the change now and get into real estate (Listen to them…This is where they will tell you their “WHY” or their “PAIN” also their personality type)?

If their answer is unclear ask another question.

So what piqued your interest about our ad about real estate?

So it sounds like you want more (control of time, make more money, want to be your own boss)?

**You:** Well based on what you’ve just said, you *Might*, make a good *candidate*. In our group everyone has a place and I think there are a few positions that MAY work out. I am working with Scott Rowe, the National Manager for our team and we are expanding. Now because of this expansion mode, we are going through a 3 step **interview** process to find the ***RIGHT*** people to work with. ***Obviously***, we don’t want just ***anyone*** who wants to do this or responds to one of our Craigslist ads. We want those that *might* actually ***qualify*** to be a part of the team. There are specific qualities and *expectations* we’re looking for if you are to be *accepted*. Does that make sense?

**Prospect:** Yes

**You:** Ok great, so first things first I need to email you our company overview. We work with those who are **proactive** first. This way we can continue the interview process right away and you get a good overall view of our company. The informational webinar is about 20 minutes do you have time to watch it now (today, tonight)?

**Prospect:** Yes or NO (Get a time commitment on when they will watch it. That way you can hold them accountable to it). **Verify their email address.**

**You:** Ok perfect. After you watch the overview send me an email or text message letting me know what you think and if you would like to move on to the next step. At that point I will forward the notes I’ve taken on to my team for review. I will then send you the 2nd webinar recording in the candidate process right away. It goes into further depth about our group and the kind of people that we look for.

**This line is discretionary.** Use this if you even get the slightest thought that they may not be taking you seriously. These suspects need to get the impression that if they do not take action that you will take this opportunity away.

**You:** Bottom line (person’s name) we are looking for decision makers and people that want to make money right away. If I don’t hear back from you by (tonight or tomorrow morning) I will just assume you are not interested and we will leave it at that and move on to the next candidate.

**You:** Now the goal is to have you go through steps 1 & 2 right away. Then we can get you on the schedule for a **LIVE** online step 3 follow up meeting with Scott and then a final interview conference call. OK?

Ok so that’s it. It was nice speaking with you. I will send the Briefing out to you right away and will await your timely response. Have a great day!