Aged Mortgage Leads â?? Suggested Scripting #2

Description

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Firms are usually happy with a $100 cost per deal. But few are aware that the right-aged leads can close at $50 or less. While half the equation is great-aged mortgage leads to only close to 15% or usually even lower. This means 85% to 95% plus of these people still need help! With heavy competition and misinformation about the benefits of mortgages, consumers may clam up thereby not buying from the first salesperson they spoke with. Moreso, they might not even know about tax credits for mortgage systems. Maybe the first salesperson was too pushy after his tenth cup of espresso, or the consumer had their â??Salesâ?• shielded up â?? knowing it was a sales call.

Therefore, the quality control and customer service type approach works. When investigating a consumerâ??s previous experience, first off, your staff can get to the *real* reason why they didnâ??t buy within the first minutes of the call. Use this ammo to help the consumer solve their needs and build trust.

Step 1: Establish A Quality Control Call

Make this a quality control call â?? not a sales call. Embrace the part of â??Quality Control â?• with a smile and voice inflection â?? high-pitched like you just inhaled helium! If the consumer attempts to hang up â?? be sure to establish that you are just looking for information and trying to help.

â??Good Morning/Afternoon/Evening is this (NAME)? Hey NAME this is (REP) from the Quality Control Department of (Company Name). It looks like you spoke to someone a while back about a (refinance, car loan, or purchase of some kind). However, I didnâ??t see you sign up with us, possibly due to credit issues or some sort. Could you tell us more about this so that we can suggest some ways on fixing and improving your credit standing?

Step 2: Interview Aged Mortgage Leads For Information

Above all, get the consumer talking about what happened. Was the previous sales rep able to answer all of their questions? Was he knowledgeable? In short, what were they trying to do back then? Consequently, did they get it accomplished?

Use this ammo to help the consumer solve their needs and build trust by saving them.

If the response is â??Poor Creditâ?•

â??Iâ??m glad I called you. Iâ??m (name) from the Quality Control Department. As much as *I have access to products and programs that others donâ??t have access to, we also have a way to fix your credit status and save you thousands of dollars in the next several years from high-interest rates*.â?•

If the response is â??Accomplishedâ?•

(This is great! Letâ??s still go for it.)

â??Iâ??m happy to hear that, and how did it go, did you get the payment you were looking for?â?•

â??Do you feel your credit may have impacted or made this payment higher?â?•

Interview them!

Step3: Automation Solutions

Calling aged Mortgage leads is all about automation.

Suggested Dialer Systems:

- www.phoneburner.com
- https://vanillasoft.com/

Suggested Texting Systems:

- Google Voice
- www.salesmessage.com
- www.hitemupapp.com

Sample Mortgage Texting Script

DISCLAIMER: This is for information purposes only. We are not legal representatives. Please check with your legal counsel to ensure texting fits into your overall marketing plan

â??Hello, this is John, and Iâ??m reaching out regarding some inquiries of people asking for help on their mortgage but were potentially impacted by low credits. And we know itâ??s kind of annoying when people call. Still in the Market? If they answer yes, get them to talk further.

Have you already started the process to fix your mortgage? Does checking your credit score make you nervous? We know credit can feel intimidatingâ??but knowing how your score is calculated will help you understand how to maintain or even improve it. Weâ??ll break down what determines a good credit score, and what factors into that figure. In addition, weâ??ll teach how to get that elusive perfect credit scoreâ??or at least the highest credit score possible.

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