

# Medialo

**Cold-Calling  
Tips and Tricks.**



### **Introductions & Openers**

- Avoid direct yes/no openers like “Are you interested in selling?” — they can trigger resistance.
- Mirror the prospect’s tone and energy for instant connection.
- Remember: tone > words — curious tone, concerned tone, and energized tone build trust and rapport.

### **Building Rapport & Conversation Flow**

- When asking about “reasons” for selling, frame it lightly (“what made you open to the idea...”) instead of directly (“what’s your reason...”).
- Ask about main intentions (“was this a rental or an investment?”) to better understand motivation.
- Ask about their future plans to identify possible pain points or goals.

### **Question Framing & Assumptions**

- When confirming property details, combine info: “It’s a 3-bedroom, 2-bathroom, off-market property, correct?”

### **Tools & Resources**

- LandID: Use to find extra information on the property to sound more educated.
- PropWire: Check other properties the prospect owns or other addresses they might be selling.

- Share call recordings with agents as learning examples — even if criteria differ, they can pick up great approaches.
- Provide a Disposition Guide for accurate and consistent lead status updates.

### **Sales Psychology Techniques**

- Yes-Yes Trick: Ask a series of questions where the natural answer is “yes” to reduce resistance and build a positive flow.
- Switch from defensive rebuttals to tailored approaches:
  - Solving the objection
  - Planting doubt/fear (where appropriate)
  - Being conversational & rapport-focused
  - Avoid sounding unsure; stay confident, calm, and clear.

### **Confidence & Delivery**

- The “how” matters as much as the “what”:
  - Curious tone when asking questions.
  - Concerned tone when showing empathy.
  - Energy in your voice to maintain engagement.
  - Mirror the prospect’s mood and pacing for instant connection.
- Practice intros and questions until they feel natural and not scripted.



## Call notes and phrasing.

### Major Notes & Tips (Cold Calling / Real Estate)

#### 1. Understand Prospect Saturation

Prospects in real estate often get multiple cold calls a day (sometimes 2–3 daily). Always factor in call fatigue when approaching them. Stand out by being respectful, empathetic, and sounding different from the typical script.

#### 2. Introduction Options

Have at least two intro styles ready depending on the situation:

– Conversational Intro:

“Hey John, yeah John, this is Max Anderson with Patuxent Homebuyers. I was just calling because I have some interest in a property here at 123 Main Street. Just kind of curious — have you ever thought about considering selling it in the near future?”

– Hooked Intro (with a soft offer):

“Hey John, I believe we’ve got a property here at 123 Main Street. Just kind of curious to ask — would you be open to entertaining offers on this property now or in the near future by any chance?”

Choose based on criteria and the client’s approved style.

#### 3A. If They Say “Not Right Now” ☒ Talk Timeline

When a prospect says “not right now,” use it as an opening to explore their timeline:

– Example:

“Oh, okay, no problem, John. Just curious — if within the next three months we managed to reach an agreement, would that align with your timeline to possibly sell the property?”

– Goal: Understand when they might actually be open to selling.

– Tone Tip: Curious, supportive, and calm — like you’re exploring possibilities together.

#### 3B. If They Say “Maybe,” “Possibly,” or “I’m Not Sure” ☒ Go Directly Into Questions

When the answer is “maybe,” “possibly,” or “I’m not sure,” transition directly into your qualifying questions.

– Example:

“Okay, that makes sense, Jean, no problem. I just have a few quick questions to help me generate a proper offer for you here in the RDE Intelligence...”

Then, as the call continues, explore their motivations or reasons for selling in a natural, conversational way.

– Tone Tip: Respectful but confident; curious without hesitation.

– Goal: Move the conversation forward smoothly, uncover motivations later.



#### **4. Avoid Yes/No Questions Unless Bridged**

Avoid yes/no questions unless you're going to immediately link them to another statement that keeps momentum (to avoid objections). Example:

"Would you consider selling?" ❌ Instead, "Would you be open to entertaining an offer on this property now or in the near future?"

#### **5. Use Property Information Intelligently**

When you already have information (like ownership since 1996 or property details), use it to frame your questions and sound informed.

- Instead of "Do you still live there?" try:

"Oh, so you've owned it since 1996. Do you still like living there, or what's the situation now?"

- If they say they've moved:

"Oh really? Kind of curious, John — what made you do that? What changed?"

Tone Tip:

Use a concerned/curious tone for deeper or more sensitive questions.

Use a light/playful tone for casual or obvious questions.

This helps your question sound natural, not blunt.

#### **6. Rapport > Interrogation**

Frame questions as part of a conversation, not as an interrogation. Reference what they've said:

"Oh, living there 20 years? Wow, kind of curious — when you first bought it, what were you planning to do with it?"

Then transition naturally to:

"If you ever did sell it, what would you do next?"

This reveals motivation and future plans without directly asking for "the reason" to sell.

#### **7. Ask About "Openness" Not "Reason"**

Instead of: "Why are you selling?" or "What's the reason for selling?"

Try: "What made you open to the idea of considering selling this property?"

It's softer, conversational, and draws more authentic responses.

#### **8. Tools to Use**

- LandID – Find extra property information, sound more educated on calls.

- PropWire – Quickly check other properties the prospect owns to navigate multiple properties smoothly.

Both tools make you stand out as someone who did their homework.



## 9. Read Tone & Energy

Not just what you say — how you say it matters:

- Friendly approach? Warm, curious tone.
- Serious information? Concerned or neutral tone.
- Urgency? More energy and mirroring the prospect's pace.

Matching tone to context can make your question land better than the words themselves.

## 10. Always Pull the Thread

A prospect's answer doesn't have to be the full story. One word or clue is enough to keep pulling gently with open-ended, conversational questions to discover motivations.

## 11. Asking About Timeline

Some prospects are unsure about their timeline. A strong way to approach this is:

"Hey John, usually we can close as soon as 10 days if everything made sense and we reached an agreement. Would that be suitable for you, or would you need a little more time?"

- If they can close quickly, great.
- If they need more time: "Okay, so within the next three months would sound more reasonable, right?"

This usually gets a clear answer and helps establish the timeline without pressure.

## 12. Handling Resistance on Specific Questions

If a prospect gives you a hard time on a certain question:

- Don't push it. Move on for now.
- Circle back later once you've built more rapport or gathered supporting info.
- Never ask the exact same way. Rephrase it and use the information they've already shared to soften the approach.

## 13. The Power of "Because"

Always use the word because when possible.

It's a psychological trigger — even if the explanation isn't perfect, it makes your statement sound more valid. Example:

"I just wanted to check because it helps us prepare the right offer."

## 14. Confirming Sensitive Information Casually

When confirming sensitive details (like insurance or mortgage), keep it casual and simple. Don't make it sound like a big deal.

- Insurance Example:

"Hey John, so everyone I spoke to was either with Allstate or State Farm. Do you know what insurance company you have?"

- 99% of the time, they'll answer because it feels like a normal, everyday question.



This usually gets a clear answer and helps establish the timeline without pressure.

- Mortgage Example:

Do a little research first (PropWire, LandID, etc.). If you see a mortgage, ask casually:

"Hey John, I was just curious, do you still owe a bit on this property or is it free and clear?"

If they ask why:

"Sure, I just wanted to check because if we were to close, I need to know whether it could be done as soon as possible or if more time would be needed."

Or

When circling back to a tough question later, use their own words as a hook. For example, if earlier they said "I've lived here for 20 years," you can reframe later with:

"Since you've been here 20 years, I imagine there might still be a little mortgage or maybe it's free and clear? Just curious."

This makes it feel connected to their story rather than your checklist.

## 15. Linking Objections to Other Questions

When handling objections:

- Always link your response to another question or statement.
- This shifts their focus and keeps the call flowing.

- Example:

They ask "Why are you asking about the mortgage?"

You respond:

"Good question — I just wanted to know because it helps us understand the closing timeline. Speaking of that, would a quick close in 10 days work for you, or would you need a bit more time?"

This way, you address the objection and immediately transition into another useful question.

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