

COI & PCCOI SCRIPTS

Courtesy of Coach Debbie Holloway

Watch the TF Live Webinar "Coach Office Hours February 23" with Debbie Holloway



Past Client / Center of Influence Builder

1. What are the names of the members of your family?
2. What are the names of your spouse's family?
3. What are the names of your "extended" family?
4. What is the name of your best friend?
5. What is the name of your spouse's best friend?
6. What are the names of your very close friends?
7. What are the names of your spouse's very close friends?
8. What are the names of your children's friends' parents?
9. What are your children's teacher's names?
10. What are your children's coaches names?
11. What are your children's school principals' names?
12. What are your children's dentists' names?
13. What are your children's doctors' names?
14. What are your children's optometrist's names?
15. Who cuts your children's hair?
16. Who sells your children's clothes?
17. Who is your children's school bus driver?
18. Who is your children's Sunday school teacher?
19. Who cuts your hair?
20. Who does your dry cleaning?
21. Who does your manicures, pedicures and facials?
22. Who do you purchase gasoline from?
23. Who services your cars?
24. Who do you buy tires from?
25. Who sold you your current car (s)?
26. Who have you purchased cars from in the past?
27. Who cleans your cars/
28. Who is your mailman?
29. Who do you know at church?

30. Who do you see at the convenience store you most often go to?
31. Who is the checker you usually go to in your grocery store?
32. Who is your pharmacist?
33. Who are your doctors?
34. Who are your spouse's doctors?
35. Who is your Pastor, Minister, Priest, Bishop, or Rabbi?
36. Who owes you money?
37. What is the name of your favorite teller at the bank?
38. Who do you borrow money from at the bank?
39. Who is your stock broker?
40. Who is your financial planner?
41. Who prepares your taxes?
42. Who does your accounting?
43. Who is your veterinarian?
44. Who grooms your pets?
45. Who takes care of your pets when you are out of town?
46. Who did you get your pets from?
47. Who have you given your pet's babies to?
48. Who owns your favorite restaurant?
49. Who waits on you most frequently at your favorite restaurant?
50. What is the name of your favorite bar tender?
51. Who do you routinely see at your favorite night club?
52. Who do you routinely see at your country club?
53. Who do you play golf with?
54. Who do you ski with?
55. Who do you talk to in your health club?
56. Who do you play racquet ball with?
57. Who do you play tennis with?
58. Who do you attend your children's sporting events with?
59. Who do you go to concerts with?
60. Who do you go to the movies with?

61. Who do you go to plays, theaters, galleries or museums with?
62. Where do you go to breakfast and who do you talk to?
63. Who is your attorney?
64. Who would you call if you had an air-conditioning problem?
65. Who is your pest control person?
66. Who would you call to fix your roof?
67. Who would you call if you had an electrical problem?
68. Who picks up your trash
69. Who is your FedEx person?
70. Who mows your lawn / shovels your snow?
71. Who did your landscaping?
72. Who built your house?
73. Who is your landlord?
74. What is the name of the insurance agent who insured your home?
75. What is the name of the insurance agent who sold you life insurance?
76. What is the name of your health insurance agent?
77. What is the name of the car insurance agent?
78. Who do you buy your clothes from?
79. Who is your tailor / seamstress / dressmaker?
80. Who do you buy your makeup / cosmetics from?
81. Who did you buy your computer from?
82. Who fixes your computer?
83. Who fixes your other small appliances?
84. Who is your travel agent?
85. Who is your printer?
86. Who did you receive holiday cards from last year?
87. Who did you send holiday cards to last year?
88. Who changes your oil?
89. Who did you buy your furniture from?
90. Who repairs and upholsters your furniture?
91. Who do you buy arts and crafts from?

92. Who do you buy office supplies from?
93. Who do you see at your office building?
94. Who do you buy your liquor from?
95. Who do you buy meat from?
96. Who do you buy seafood from?
97. Who do you buy hardware from?
98. Who do you know in law enforcement?
99. Who do you know in politics?
100. Who have you done business with in the past?
101. Who do you know at service organization meetings?
(Optimists, Lions Club, Rotary, etc)
102. Who do you know from fraternal organizations? (Elks, VFW, Mason, etc)
103. Who do you know from a social organization you are a member of?
104. Who do you know from a trade or industry group you are a member of?
105. Who do you buy carpet, drapes, and appliances from?
106. Who are your old high school classmates who are still around?
107. Who are your old coaches that are still around?
108. Who are your old teachers that are still around?
109. Who are your old school principals that are still around?
110. Who are your college fraternity brothers/sisters who are still around?
111. Who are your old college buddies that are still around?
112. Who are your old military friends that are still around?
113. Who is your florist?
114. Who do you rent videos from?
115. Who did you invite to your wedding?
116. Who are your neighbors?
117. Who did you buy your boat from?
118. Who did you buy your motorcycle from?
119. Who did you buy your motor – home / camper from?
120. Who is your jeweler?
121. Who repairs your jewelry?
122. Who is your photographer?

123. Where do you get your pictures developed?
124. Who do you buy your electronics from?
125. Who do you know in the home owner's association?
126. What are the names of your co-workers from your previous jobs?
127. What are the names of your previous neighbors?
128. Who do you know from the day care center?
129. What are the names of your spouse's past neighbors?
130. What are the names of your parents' best friends?
131. What are the names of your spouse's co – workers?
132. Who do you buy advertising from?
133. Who are the suppliers and vendors who come to your work place?
134. Who is currently trying to sell you something?
135. Who made your will / living trust?
136. Who baptized your children?
137. Who married you?
138. Who delivers your water?
139. Who do you buy shoes from?
140. Who maintains your safety security systems?
141. Who are your bowling buddies?
142. Who do you play cards with?
143. Who handles your communication equipment?
144. Who would you lend \$100.00 with a phone call?

These questions are designed to jog your memory

PAST CLIENT SCRIPT

Hello, _____, _____(say your name) - how are you? Great!

You know I need to apologize for not calling you sooner. Do you have a minute to talk about business? Great!

I am in a very exciting stage in my career right now. I have hired a business coach

and he asked me who could I count on to help me build my business and guess

what, the first picture that came into my mind was yours!

You wouldn't mind if I check in with you a few times this year would you?

Past Client Script

1. Hi _____ this is _____ with _____.
How are you today?

2. I'm calling all my (Friends/Clients/Family) to talk about the Real Estate Market... Question... Are you more Enthusiast... or Concerned about the Market

Enthusiast - People know all the money is made on the "Buy Side" of Real Estate... Now is a great time to invest in Properties.

3. Tell me more about what you're thinking? (Keep Probing)

4. (Name) There's 4 things I can do to assist you...

- A. Send you E-Market Updates
- B. Send you a Current Market Analysis on your home
- C. Analyze and make recommendations on your loan
- D. Set an appointment to discuss how to create wealth through investing in this market.

Which are you most interested in?

Terrific! I will get that info to you and by the way, who do you know that may be looking to buy sell or invest in real estate this year?

Center of Influence Script/Past Client script

1. Hi...this is _____ with _____. I hope you and your family are well.

Do you have a quick minute for me? Thank you!

2. I was wondering if I could help you with any real estate questions you might have. Great!

Examples:

- Are you curious about the value of your home?
- Do you want to know what is going on in your neighborhood?
- Do you want to know general market conditions?
- Is it time to sell your home?
- Should you be re-financing now?

3. As you know...I want to be your resource for everything real estate related.

Please call me if you ever have questions...okay? Terrific!

4. _____ (name)...my business is based on referrals from great clients (friends, people) like you. So...Before I let you go...Who do you know that needs to buy or sell a home now or in the near future? Excellent!

5. Can you think of anyone from your office, neighborhood, family or church? Super!

6. I appreciate your help and if anyone should come to mind please don't hesitate to call me! Thank You!

This script is meant to be used somewhat loosely. You will be calling your PC/COI four to six times per year, alter the script when necessary.