

# Strategy 3:

## CALL SCRIPT MAD-LIB!

So you have put a potential buyer on a FLOW journey, then you are using weekly top-of-mind emails to stay in touch with them every week, but you also should be checking in with your database on the phone!

In the last edition of the Blueprint, we broke down FORD conversations and how they can be used to build stronger relationships with your My 200.

However, a phone call touch in is something that you should be trying to do once or twice a year with your entire database! On the next page are some script Mad Libs to help you out!

Take a picture  
to check out our  
FORD worksheet!



### CALL SCRIPT MAD LIB 1

Hello \_\_\_\_\_! This is \_\_\_\_\_ from \_\_\_\_\_. How are you doing? That's great! We had spoken \_\_\_\_\_ ago and I just wanted to see if you are still in the market for a new home?

### CALL SCRIPT MAD LIB 2

Hello \_\_\_\_\_! This is \_\_\_\_\_ from \_\_\_\_\_. I am going through and updating my database, and I just wanted to see if you are currently or are about to be in the market to buy or sell a home?

### CALL SCRIPT MAD LIB 3

Hello \_\_\_\_\_! This is \_\_\_\_\_ from \_\_\_\_\_. How are you doing? That's great! We are heading into the \_\_\_\_\_ (Time of Year) \_\_\_\_\_ market, and I just wanted to see if there is anything you need.

### STRATEGY 3: CALL SCRIPT MAD-LIB!

# FORD Follow Ups!

Once you get the conversation started – it is time to start or continue building the relationship using FORD conversations.

## FORD MAD LIB 1 - FAMILY

*(One other question | Before I let you go | I wanted to ask you)* what is the make up of your household – are you married? What is their name? Got it your *(husband | wife)* \_\_\_\_\_ is \_\_\_\_\_. Do you have any children? How old? \_\_\_\_\_ and \_\_\_\_\_ - those are crazy ages! How are you and *(Spouses Name)* \_\_\_\_\_ handling it?

## FORD MAD LIB 2 - OCCUPATION

Are you still in \_\_\_\_\_ (OR) What is it that you do again? \_\_\_\_\_, that's right! What made you want to be a \_\_\_\_\_? How have things been going in your career – any moves in your future?

## FORD MAD LIB 3 - RECREATION

How have you been enjoying *(name the season)*: \_\_\_\_\_? I'm super into *(Name an activity)*: \_\_\_\_\_ - What kind of things do you like to do when you're not working?

## FORD MAD LIB 4 - DREAMS

Another thing I like to do is get a sense of what people are focusing on to see if I can add any perspective to help them. Often people plan for big life events like *(choose life events based on the person's age and situation)*: \_\_\_\_\_ or \_\_\_\_\_, but don't consider their homes as a part of those decisions. So, I wanted to see if you and *(Spouse/Partner Name)* \_\_\_\_\_ had any goals or plans you are working toward for the next \_\_\_\_\_ years?

LOOKING FOR MORE TO SAY? CHECK OUT OUR FORD WORKSHEET!

