

Partners In Charity (PIC)

Past Client Calling Script

When marketed properly and consistently, past clients will generate 60-70% of your business. Keeping in touch with them via the telephone is a great way to remind them of your service and any new products that may benefit them or their family/friends.

Partners In Charity (PIC) is giving away a FREE down payment gift and donating funds to the local charities. We're helping people become homeowners and serving those who are in need at the same time. This is an incredible opportunity for the people you serve and those they love.

Use the script below as a CONCEPT only. Please don't read this word for word, as it will come across like you're a telemarketer. We don't need to tell you that telemarketers are a big turnoff to customers.

"Hi _____. This is _____ from _____. How are you? I'm just calling to find out if everything is going well for you. *(Let them respond and if there is something, make sure you address it.)*

I also wanted to let you know about a fabulous new program that's making more people homeowners than ever before by giving away a FREE down payment to them. It's called Partners In Charity (PIC) and it's simple and easy to get pre-approved. Who do you know of that might be looking to purchase a home and would like a FREE down payment?"

If they give you a name or names..."Thanks! I appreciate your time and your referrals. I will follow up with _____ and let you know how it goes. Don't forget to call me if I can be of service to you. "

If they don't know of anyone to refer..."Thanks anyway. If you should think of someone later, please call me. I appreciate your referrals. If I can be of service to you, just let me know."

HAPPY MARKETING!!!



Partners In Charity

"We're helping you PIC your future!"

www.partnersincharity.org

800-705-8350 Toll-Free Partners In Charity