

**Land More
High Paying
Clients with a
Simple to Use
Home
Staging In-
Bound Pre-
Qualifying
Call Script**





Here's a lead conversion pre-qualifying script for Home Stagers that you can use for inbound calls:

[Phone rings]

Introduction:

Home Stager: Thank you for calling [Your Home Staging Company]. My name is [Your Name]. How may I assist you today?

Building Rapport and Initial Conversation:

Home Stager: It's wonderful to connect with you. Before we dive into the details, I'd love to learn a bit more about your home. Could you please tell me about the property you're looking to sell?

Extracting Details about the Home:

Home Stager: I'd like to envision your space better. Can you describe your home's size, number of bedrooms, bathrooms, and any unique features it has?

Details about Decision Makers:

Home Stager: Who are the decision makers involved in selling your home? I want to ensure I understand everyone's preferences and expectations.

Real Estate Agent Details:

Home Stager: Are you currently working with a real estate agent? If so, I'd love to gather some information about them to collaborate effectively.

Readiness to Sell:

Home Stager: On a scale of 1 to 10, how ready are you to sell your home? Is there a specific timeline you have in mind?

Budget:

Home Stager: Understanding your budget is important. Could you share with me your estimated budget for staging your home?



Estimated Value of the Home:

Home Stager: To better tailor our services, what would you estimate as the current market value of your home?

Staging Needs:

Home Stager: Let's talk about your staging needs. Are you considering staging for an occupied home, vacant property, or a short-term rental?

Style of the Home:

Home Stager: Every home has a unique style. How would you describe the overall style or vibe of your home?

Decluttering Ability:

Home Stager: Staging works best when the space is clutter-free. Do you feel confident about your ability to declutter before the staging process?

Willingness to Do Improvements:

Home Stager: Sometimes, making small improvements can significantly enhance the appeal of your home. Are you open to making improvements to ready your home for sale?

Comparison with Other Home Stagers:

Home Stager: I understand you may be gathering information from multiple home stagers. Are you shopping for pricing and comparing bids with other professionals?

Important Dates and Timelines:

Home Stager: Are there any important dates or specific timelines we need to consider while planning the staging process?

Commitment Ask:

Home Stager: When I come out to see your home, are you ready to sign with me and partner with me to stage your home for sale?

Suggesting a Meeting:

Home Stager: Based on our conversation, I believe it would be beneficial to meet in person. How about scheduling a meeting at [suggest a specific date and time] to discuss your home staging needs further?

Closing and Reinforcing the Decision:

Home Stager: Remember, working with a professional home stager can greatly increase your chances of selling your home quickly and at a higher price. I look forward to meeting you and assisting you throughout the staging process. Is there anything else you'd like to discuss?

Remember to maintain a friendly and conversational tone throughout the conversation, showing genuine interest in their needs and emphasizing the benefits of working together.



3 Tips for lead follow up, that converts the lead to a paid client

Sure! Here are three tips for lead follow-up that can help convert a lead into a paid client:

Act Quickly: When it comes to following up on leads, time is of the essence. The longer you wait to follow up, the less likely the lead is to convert. In fact, according to a study by the Harvard Business Review, companies that followed up with leads within an hour were 7 times more likely to qualify the lead than those that waited even just one hour longer. So, make sure to follow up as quickly as possible, ideally within the first few minutes or hours after receiving the lead.

Personalize Your Approach: Rather than sending generic, cookie-cutter follow-up messages, make sure to personalize your approach based on the lead's specific needs and interests. Use the information you gathered during the initial contact to tailor your messaging and offer a solution that directly addresses their pain points. This can help build trust and demonstrate your value as a potential partner, rather than just another salesperson.

Provide Value: The key to converting a lead into a paid client is to provide value throughout the entire follow-up process. This means focusing on the lead's needs and providing solutions that will help them achieve their goals, rather than just pushing your own products or services. Share relevant information, offer helpful resources, and answer any questions they may have. By providing value and demonstrating your expertise, you'll be more likely to win their trust and earn their business in the long run.

