



THE LEAD FOLLOW-UP SCRIPT

Hi _____ this is _____ with _____. I'm calling with 2 questions ...

1. Do you still have to buy/sell a home?
2. Can we set an appointment for this week?

“Remember the 3 – 3 – 3 Rule”

1. Only let the phone ring 3 times.
2. Only call a lead 3 times.
3. Only talk to a lead 3 times.