



# Learning Canned Presentations or Scripts

By Mike Ferry



Let's start by thinking about three important questions that can have a major impact on your business and your profitability.

- 1) What changes do you have to make to increase your overall productivity?
- 2) What changes are you willing to make to increase your overall productivity?
- 3) Are you willing to do something right now to increase your productivity?

These three questions are critical to every salesperson's success. The most common answer we hear is that you have to change your belief in why you should use scripts, dialogues and canned presentations.

What is the value to you and the customer in a script or canned presentation?

- A great script is 100 percent customer oriented and benefits the customer throughout the entire presentation.
- Scripts are also automatic in their response. You no longer have to worry about what to say because the words come to you automatically. With practice, the scripts become internalized, meaning your belief becomes stronger because you now own that script by having made it part of who you are and what you do.
- Also, a canned presentation or script is uninterrupted in its flow, meaning you're not going to be thrown off track by questions or interruptions. You are able to keep yourself and the conversation focused on the customer.

Why do most Real Estate people resist using canned presentations and scripts? Let's see if any of these answers apply to you:

- Our ego stops us because we think we know a better way.
- We are afraid that the script may make us look like a salesperson.
- We don't know what the scripts are; therefore, we can't use them.
- We don't see selling Real Estate as a professional sales activity.
- Scripts take us out of our comfort zone.
- We are used to letting the customer control the conversation.
- Scripts don't allow time to bond with the customer.
- We are simply too lazy to learn them.
- We are independent contractors; you can't tell us what to do.
- Using scripts might cause us to succeed. Many of us are afraid of success.

What are the advantages to you, the prospect, and/or the customer in using scripts?

- Scripts give us the confidence to do our job.
- We don't waste the prospect's time or our own.
- They allow us to stay focused and in the present moment.
- Scripts allow us to discuss what is important to the seller, nothing else.
- They provide consistency in what we say and do.
- The agent remains in control, as a salesperson should.
- Scripts provide information so the customer can make a valid decision.
- The prospect or customer receives the exact benefits of working with us and using our service.
- Most importantly, the customer wins and we win.

Some of the challenges to learning scripts are that it requires us to change some of our beliefs, actions, and most significantly, our words. These challenges can lead to frustration. We have to remember that growth comes from this frustration. We have to change what we say and what we do in order to change the results.

How do we internalize the scripts, that is, how do we make them a part of us? It begins with our mindset:

- 1)** Create a positive expectation towards knowing the scripts inside out. Say to yourself, "Learning these scripts will make great things happen in my life."
- 2)** Every day for 30 days, write down the five positive benefits you will receive when you learn your scripts and dialogues. For example, increased production; more income; establish a child's college fund; take a long-needed vacation; build a substantial savings account.
- 3)** Write out every day for 30 days the five negative consequences for failing to learn the scripts. For example, a lack of income to pay bills; having to drive the old car; or no vacation for my family.
- 4)** Write out your production and income goals and affirmations for 30 days. "Because of these scripts, I do sell more homes each month and I earn \$30,000 in income."

So how can we internalize the words relatively quickly?

- 1)** Read the first sentence of the script you're working on out loud five times. For example, "When do you plan on moving? ... When do you plan on moving? ... When do you plan on moving? .... When do you plan on moving? ... When do you plan on moving?"

- 2) Repeat the same sentence five times with a huge smile on your face. You will notice a difference in your tonality when you say it with a smile.
- 3) Read the second line of the script you're working on out loud ten times while smiling.
- 4) Now for the hard part. Put your script card down. From memory, chant the first two questions out loud ten times with a big smile. If you make a mistake, start over from the beginning.
- 5) Repeat this exercise for five to six sentences of the script you're working on. Any time you make a mistake, go back to the beginning. Add a sentence to the end of each one, each time. You will eventually read them five to six hundred times and will start to internalize them.
- 6) Now recite the same script as fast as you can, five times in a row. Say the first sentence alone, then the first and second sentence, then the first, second and third sentences. Remember, five times in a row as fast as you can.

Your chances of stumbling when reading the scripts at a normal pace after you've practiced and chanted them is very small. The scripts become natural to you. Instead of having to think about what to say next, you'll be able to listen to how your customer is responding.

If you want to take your scripts to the next level in terms of internalizing them, try the following:

- 1) Create your own affirmation tape of all the scripts you use. Record with a regular tone of voice and a huge smile on your face. As you listen to these tapes, you will affirm what you know.
- 2) Write out personal affirmations about your scripts each day. For example, "I know my scripts well. I am great at my scripts. They are the reason why sellers hire me. I follow my presentation every day."
- 3) Record a live presentation of yourself using the scripts and give it an honest critique. Concentrate on what you do right, not what you do wrong.

How long will it take? If it took six months to a year to learn all these scripts, would that be too long? The truth is it doesn't matter because as you keep using the scripts, you become better at them. Don't rush. Be patient. Expect good results and they will come to you. Keep smiling, practicing and rehearsing ... and you will achieve success internalizing the scripts.