



## 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.