

# How To Handle The First Call

by James Cappelmann of Upper Hand Marketing

I want to thank you for your interest in this report, **How to Handle the First Call**. I believe you will find this extremely beneficial to your real estate investing business.

**Big picture overview.** This may be a shock to you, but...No matter how good of a person you think you are and how good your intentions are... The person on the other end of the phone thinks you are a crook, a liar, and a thief.

Your objective, while talking to people for the first time, is to dispel this belief and begin to build a level of trust.

Your entire reason to talk to a person on the phone is NOT to get the information about the property. Getting some information about the property is secondary.

Especially with the power of the Internet, not only can you get all the information you would ever want from the web, you can look up the address online and see an aerial view of the property and in many cases you can see the street view. So driving by the house to see what it looks like may simply be to make sure the property hasn't changed drastically since the online photos were taken.

Let's face it. When you mailed out a batch of letters you have their name, the mailing address, and property address. Right?

So, all you require from them is their name (so you can look them up on the list) and their phone number (so you can call them back).

Throughout this report you will find some action steps that you can implement right away.

At the same time, your objective is to have the proper mindset when answering the phone.

**MINDSET is KEY.** If all you are thinking about is getting the information about the property, the person on the other end of the phone will sense this, and you will hurt your chances of buying properties from people that call.

There are 4 steps to building trust with someone, they are:

1. Attention
2. Connection
3. Commitment
4. Action

I assure you, if you follow these steps when dealing with people, you will have much more success at your real estate investing business than if you simply follow a script of questions about information on their house.

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**Step 1. ATTENTION.** In order to build trust with someone over the phone, you must to pay attention to them. Make sure when you are talking to them that you aren't reading email, or listening to your kids in the other room, or even have a radio on in the background.

The key here is to ask questions and listen. Maybe take a couple of notes if other questions come to mind while they are talking. Your job is to listen.

You should pay attention to them, and make sure they *feel* like you are paying attention to them. Ask questions, and and listen to the answers. When they are done answering a question, ask them another question.

These questions may or may not be organized so you get the information about the home. It doesn't matter. Again, you are talking to them to build trust.

OK, about now you are wondering when am I going to get to what to say. Well, here goes. The big first question that you will get from almost everyone that calls will be:

*How did you get my information? or Why did you mail to me?  
or some variation of this.*

You will get these especially if you are mailing to people in some stage of foreclosure.

Now, even if you know they are behind on their payments, remember, you are trying to build their trust. So, your next step is to diffuse this situation as there will be some tension on the phone. Expect it.

**Quote to Remember:** *"I am a real estate investor and I mail out a handful of letters every week into areas I am interested in buying properties in, and then I wait to see who calls me."*

*This is the best quote I have ever heard/used, and I still use it to this day. It does an exceptional job at diffusing the tension on the phone, so you can move the conversation forward.*

Feel free to modify the saying to fit your vocabulary. I have found that this statement rolls off the tongue very well and calms down the person on the other end every single time.

My next question to them, is "so you want to sell your house, what can you tell me about the house?" And I listen and pay Attention.

**Step 2. Connection.** In order to build trust with someone over the phone, you should make a connection with them. If you are following step 1, paying **Attention**, you can easily find a way to connect with them.

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Here is a simple formula to help you along in how to make a connection with someone:

1. Listen to what they are saying.
2. Ask a clarifying question (if required)
3. Respond with how you have the same opinion/experience

*note: This is not about one 'up-man-ship'. Your position is to demonstrate how you are similar, not how you are better or have a better story.*

Here are three examples and I am sure you can come up with hundreds more if you put your mind to it. I'll keep my examples to things that fit me and how I use my life experiences to connect with people.

\* When the person on the phone comments about how they moved to California from Florida.

\* I would reply with asking them a question about where in Florida did they move from and follow up with I grew up in South Florida, I was born in Ft Lauderdale and graduated high school in Coral Springs.

\* When the person on phone comments about how they are in the Navy and they just got a set of orders to DC.

\* I would reply with asking them a question about 'what do you do in the Navy' and follow up with I am an officer in the Navy Reserves after serving for 16 years on active duty and that one of the reasons I left active duty was I was tired of moving all the time.

\* When the person on phone comments about how the banks are out to screw them and that it just isn't fair.

\* I don't ask a question (it is not the right time) I agree with them on how crazy the real estate market is right now and how it is crazy about how many people are going through the same thing they are and then I point out how working with me you can put all of this behind you in the quickest way possible.

You should get the idea now. This is a key tool on how you can build trust, build a connection, and you will be more successful in the real estate business.

**Step 3. Commitment.** In order to build trust with someone over the phone, your next step is to make a commitment with them. You are probably asking yourself; *How do I make a commitment with someone the first time I speak with them on the phone?* Well, here goes:

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\* If your letter says that if they leave you a message you will call them back within 24 hours then - You MUST call them back within 24 hours.

\* If you end your conversation with 'I'll do some research and call you back in the next day or two to let you know if you are interested in pursuing the property' then - You MUST call them back in the next couple of days.

Keeping your word on these simple things will go a long way for both the prospect and your own confidence. I really can't emphasize this enough, if you say you are going to do something, you MUST DO IT.

The easiest way to make a commitment with someone is at the end of the conversation with them.

Currently, how do you end a conversation with a seller?

Do you say:

"I'll call you back in a couple of days.

or

"Let me do some research and I'll call you back if I think I can help you."

or

"Let me pull some comps and see what I can do."

These are all wishy-washy ways to end a conversation. Your objective is to make them feel that you are *committed* to helping them and that you are in charge.

Here is a good example of a script that will make them feel like you are making a commitment with them, explains what you are going to do, and when they should expect to hear back from you.

*"I am going to do some research on your property to see how I can help you. I may call you back to ask you some further questions. I will definitely call you back no later than (tomorrow, or the day after tomorrow) with an update."*

It sounds simple, but the person on the other end will definitely feel like you are committed to them which goes a long way in building trust.

Now, once you make that statement, what should you do?

You *know*, you should to call them back in a day or two (whatever you told them).

And you must be honest and let them know if you think you can help.

And if you think you can't help them, I would highly recommend you refer them to someone who can. (Not to go too far off track, but the person you refer them to should be paying you for sending them their way.)

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*Hint, Hint, this little tip alone could easily pay for your entire marketing budget. But, that would be another report.*

**Step 4. Action.** In order to build trust with someone over the phone, your next objective is to take some action in their behalf. You want to make them feel like you want to act in a way that you are helping them.

So, how do you apply this in your conversation on the phone? The key is everything you say should be structured in a way that you are here to help them. Whether it is to help them to:

- sell their home instead of losing it
- get out from under a house
- get rid of a huge payment
- move without fixing the house they can't afford to fix

Most all of these will fall under 2 categories:

- financial relief
- emotional relief

When talking to people, be sure your wording is in such a way that you are making them feel like you are doing something for them. The sentences you use should impart a feeling that you care about them and that you are doing things for them. Such as:

"I'll do some research and see how I can help and get back to you in a couple of days."

"I'll get back to you shortly to go over ways I think I can help you."

When you are listening to a person on the phone, remember step #1 Attention?, you should listen for what the person's hot buttons are.

Hot buttons are what the major pain the person is experiencing from the situation.

With careful listening you will be able to pick it out.

It may be wanting to:

- get this 'situation' behind them and move on
- get out from under the house
- get enough cash to \_\_\_\_\_

Whatever it is, your objective is to listen for it, and point out that you are here to help them with this particular problem.

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**Summary:** I opened up this report with a statement that may have shocked you: ...No matter how good of a person you think you are and how good your intentions are... The person on the other end of the phone thinks you are a crook, a liar, and a thief.

I then covered the 4 elements to building trust with people so you can dispel this belief as quickly as possible.

The 4 step process of building trust with someone is to make the person you are speaking with:

1. Feel like you are paying attention to them
2. Feel like you want to connect with them
3. Feel like you want to make a commitment to help them
4. Feel that you want to act on that commitment and you are committed to delivering a result, a benefit, or delivering from their pain.

As you should understand and know by now, your **Mindset is KEY**. And with having the right mindset and key items to focus on when talking to people you will quickly build a level of trust that will help you every day in growing your real estate investing business.

I sincerely hope that you have found this report beneficial to you and your business. I would thoroughly enjoy hearing any comments you may have.

Please email any comments to me at: [James@UpperHandMarketing.com](mailto:James@UpperHandMarketing.com).

To your success,  
James

P.S. If you are ready to get some letters in the mail to buy your next investment property, give me a call or shoot me an email.