

IGNITE

SPARK 3:

POWERFUL LANGUAGE

GETS RESULTS

Notices

While Keller Williams Realty, Inc. (KWRI) has taken due care in the preparation of all course materials, we do not guarantee their accuracy now or in the future. KWRI makes no express or implied warranties with regard to the information and programs presented in the course, or in this manual, and reserves the right to make changes from time to time.

This manual and any course in which it is used may contain hypothetical exercises that are designed to help you understand how Keller Williams calculates profit sharing contributions and distributions under the MORE System, how Keller Williams determines agents' compensation under the Keller Williams Compensation System, and how other aspects of a Keller Williams Market Center's financial results are determined and evaluated. Any exercises are entirely hypothetical. They are not intended to enable you to determine how much money you are likely to make as a Keller Williams Licensee or to predict the amount or range of sales or profits your Market Center is likely to achieve. Keller Williams therefore cautions you not to assume that the results of the exercises bear any relation to the financial performance you can expect as a Keller Williams Licensee and not to consider or rely on the results of the exercises in deciding whether to invest in a Keller Williams Market Center.

Material excerpted from *The Millionaire Real Estate Agent* appears courtesy of The McGraw-Hill Companies. *The Millionaire Real Estate Agent* is copyright © 2003–2004 Rellek Publishing Partners, Ltd. All rights reserved.

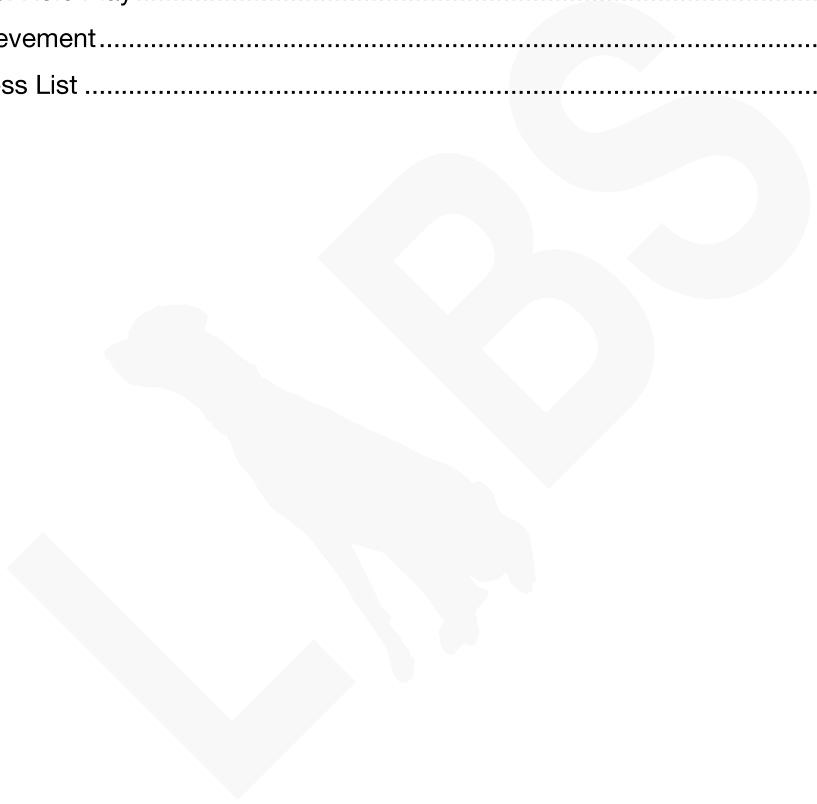
Copyright Notice

All other materials are copyright ©2020 Keller Williams Realty, Inc., or its licensors. All rights reserved. No part of this publication and its associated materials may be reproduced or transmitted in any form or by any means without the prior permission of KWRI.

WARNING! Real estate agents who violate The Telephone Consumer Protection Act (TCPA) and the National Do Not Call Registry face potentially catastrophic legal damages. Do NOT use or leave artificial or prerecorded messages, and check the National Registry and your internal registry before you dial.

Table of Contents

Compliance: Do Not Call	3
Real Play: Lead Generation- Calling with Scripts	4
Activity: Remove Your Limiting Beliefs	5
Video: How to Use Scripts	6
Understand Scripts: Role Model.....	7-8
Understand Scripts: Role Play	9-10
Turn Aha’s to Achievement.....	11
Create Your Success List	12



Compliance: Do Not Call/Telephone Consumer Protection Act

WARNING!

The Telephone Consumer Protection Act regulates calls to cell phones and landlines, auto-dialed calls, prerecorded calls, faxes, and calls to numbers on the Do Not Call Registry. Class-action litigation for TCPA violations is rapidly increasing. Such claims present catastrophic exposure. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, autodialer restrictions and prerecorded messages.

① Auto Dialers

The TCPA regulates calls and texts to a cellphone using an automatic telephone dialing system (autodialer)

① Prior Express Written Consent/ Written Consent

In certain cases, a caller must have prior express consent before making a call. In other cases, prior express written consent is required.

① Know the Federal and State Laws

In addition to federal laws, several states have laws governing telemarketing. Talk with your broker about any guidelines and Do Not Call lists your market center may have.

① Violations

Recipients of calls that violate the TCPA may recover up to \$1,500 for each violation. Use of an autodialer can rapidly accelerate potential damages.

DO NOT CALL DO'S AND DON'TS

Under federal law, sellers and telemarketers may not call individuals listed on the Federal Trade Commission's Do Not Call Registry. Failure to comply with DNC laws could result in substantial government fines and/or civil legal action against you. Consult an attorney regarding compliance with DNC laws.

① Subscribe to the Registry

The DNC registry is hosted on a dedicated website. Your Market Center should subscribe to the Registry and give you login credentials. Making ANY telemarketing calls without access to the Registry violates federal law.

① Check Before You Call

Before making a call, check to see if the number is on any of these lists: 1. the National Do Not Call Registry; 2. any state Do Not Call list; 3. your internal list. If the number is on any of these lists, delete it.

① Honor Consumers' Requests

Never call a number on the Do Not Call Registry. And honor an individual's request to be added to your internal DNC list.

① Limited Exceptions

Federal law allows telemarketing calls to be made in very limited circumstances. Contact a lawyer prior to using an exception to ensure it applies.

Activity: Remove Your Limiting Beliefs

Part One:

Instructions: Complete Part One independently.

<p>A. Below, write down limiting beliefs that have held you back when making phone calls.</p>	<p>B. For each limiting belief listed in A, record a way that you already have or plan to remove that limiting belief.</p>
<p>1.</p> <p>2.</p> <p>3.</p>	<p>1.</p> <p>2.</p> <p>3.</p>

Part Two:

Instructions: Complete Part Two with a partner.

<p>A. Pick a limiting belief you listed in part A from above and record it below:</p>	<p>B. With your partner- Draft a short set of steps you could take to overcome the limiting belief from part A.</p>
<p><i>Limiting belief I am focusing on:</i></p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p>
<p>C. Switch partner roles and complete part 2, steps A-B for the other partner.</p>	

Video: How to Use Scripts

- What is the benefit of asking questions vs telling in a conversation?

- What are some things that you can do in a conversation to show the other party that you are truly listening?

- How does tone of voice and body language affect conversation?

Understand Scripts: Role Model



Memorization and practice lead to internalization of scripts

Brainstorm:

What are 3 negative consequences of failing to learn scripts?







1.

2.

3.

Understand Scripts: Role Model

6-Step Memorization Process

	<p>Read</p>	<p>The first sentence of the script out loud 5 times.</p> <p>When you read your script out loud, you're engaging your eyes, your voice, and your entire body.</p>
	<p>Repeat</p>	<p>The same sentence five times with a smile on your face.</p> <p>You will notice a difference in your tonality when you say it with a smile. Try standing in front of a mirror; watch your body language as you repeat your script.</p>
	<p>Read</p>	<p>The second line of the script out loud 10 times while smiling.</p>
	<p>Say</p>	<p>Say the script from memory, recite the first two sentences out loud ten times with a smile. If you make a mistake, start over from the beginning.</p>
	<p>Say</p>	<p>Continue adding one sentence at a time, repeating ten times. Any time you make a mistake, go back to the beginning.</p>
	<p>Say</p>	<p>Say the entire script as fast as you can, five times in a row.</p> <p>Your chances of stumbling when reading the script at a normal pace after you have practiced and chanted them is very small.</p>

Understand Scripts: Role Play

Instructions: Complete part one and part two with a partner to practice scripts.

<p>Part One:</p>	<p>Part Two:</p>
<ol style="list-style-type: none"> 1. Pick any script. 2. Pick a partner. 3. Practice: <ul style="list-style-type: none"> • Partner A- stand up and follow the 6 steps. • Partner B- hold partner A accountable. 4. Switch partner roles and repeat steps 3. 	<ol style="list-style-type: none"> 1. With the same partner: <ul style="list-style-type: none"> • Partner A- say entire script conversationally. • Partner B- hold partner A accountable and provide feedback. 2. Switch partner roles and repeat step 1. 3. Repeat steps 1-2 as many times as possible in the time allowed.
<p>Aha's:</p>	<p>Aha's:</p>

Understand Scripts: Role Play

Instructions: Follow the tips below to incorporate script practice into everyday life. Then, brainstorm other ways to incorporate practice each day.

1

Arrange a script practice partner. Spend 15 minutes each day reciting scripts. This can be face to face or virtually (i.e. Facetime)

2

Record yourself saying your scripts on your phone and play them back while speaking along with the recording



What are additional ideas that you have for building the daily habit of script practice?

Turn Aha's to Achievement



How has your **thinking** changed?



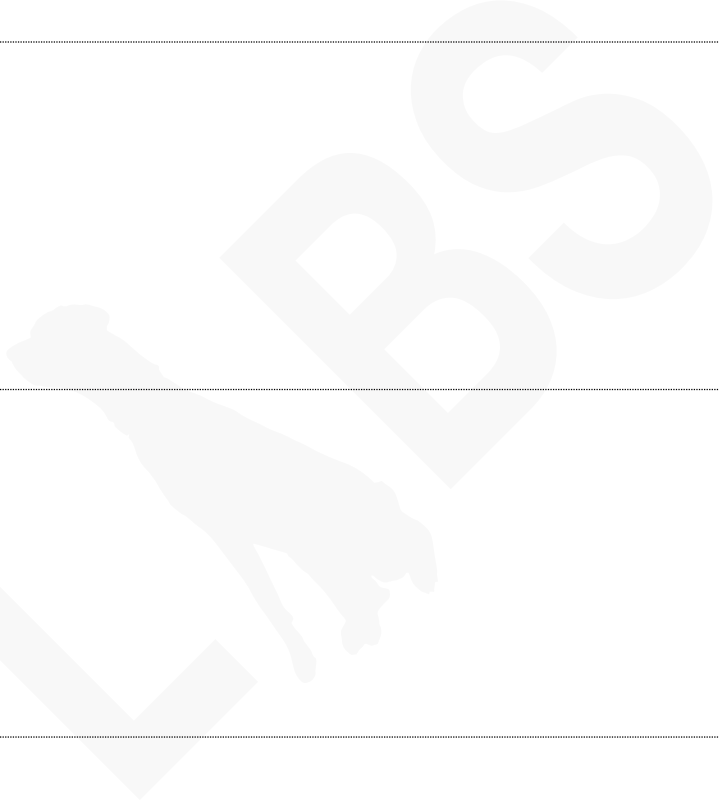
What do you **feel** differently about? What was meaningful for you today?



How will your behaviors be different going forward? What **actions** will you take?



What **tools**, models, or systems will you use? How will they make you accountable?



Create Your Success List

Instructions:

1. List all the tasks you could do.
2. Ask: What is the ONE Thing I can do such that by doing it everything else will be easier or unnecessary?
3. Identify the tasks supporting your ONE Thing. Label them as Should Do and rank them in order of priority.
4. Ask: Are my tasks written as specific and observable steps/actions rather being written as results/outcomes?

To Do	Should Do	Priority	Task