MIKE MARTOE PRESENTS

RESOURCE FOR CLOSERS

KNOW WHAT TO SAY. MAKE THE CALL.

3 FREE CONVERSATION SCRIPTS

A practical starter kit for the conversations agents sometimes put off: the new lead, the cold lead, and the pricing discussion.

Use a verified fact. Ask a respectful question. Agree on one specific next step.

FIELD NOTE / 01

THE NEW WEB LEAD

You already have an inquiry. Start by respecting their time.

01 OPENING

Hi [FIRST NAME], this is [AGENT] with [BROKERAGE]. You recently asked about [VERIFIED PROPERTY OR REQUEST]. Did I catch you with a quick minute, or would another time be easier?

02 IF THEY HESITATE

If they say, “I was just looking”: Absolutely. Most searches start there. What originally caught your eye: the property itself, its location, or the price?

03 AGREE ON A NEXT STEP

Would it be useful if I checked the details on that property and sent you a short, accurate update, or would you prefer to leave it there for now?

BEFORE YOU USE THIS SCRIPT

Only reference a property or request that you can verify. Confirm contact permission and whether a call is appropriate.

FIELD NOTE / 02

THE DORMANT LEAD

Reopen the conversation without pretending the relationship is new.

01 OPENING

Hi [FIRST NAME], it’s [AGENT]. We last connected around [VERIFIED TOPIC]. I’m checking whether that is still something you’re considering. Is now an inconvenient time?

02 IF THEY HESITATE

If they say, “We put everything on hold”: Understood. Would you like me to close out the search for now, or keep a note to check in only when you ask?

03 AGREE ON A NEXT STEP

Would you prefer I leave the door open for you to reach out, or is there a specific month when a brief check-in would actually help?

BEFORE YOU USE THIS SCRIPT

Do not contact opted-out leads. Use the actual past conversation and record the contact preference they give you.

FIELD NOTE / 03

THE PRICING DISCUSSION

Protect the relationship while examining the market evidence.

01 OPENING

I want to respect the number you hoped to achieve and also show you what the market evidence is telling us. Could we compare those side by side?

02 IF THEY HESITATE

If they say, “Let’s just wait for our price”: We can discuss that option. What matters most to you right now: reaching that exact number, selling within a certain timeline, or balancing both?

03 AGREE ON A NEXT STEP

Would you rather set a date to review new evidence, or discuss a price adjustment based on the comparable properties we can verify today?

BEFORE YOU USE THIS SCRIPT

Bring current, relevant comparable sales and verify every market statement before presenting it to a client.

TAKE THIS INTO YOUR NEXT CALL

A 30-second prep routine.

The value is not memorizing a paragraph. It is becoming ready for the next conversation.

01 **VERIFY**
What do I actually know about this person, and am I allowed to contact them?

02 **CHOOSE**
Which opener makes sense for their situation, not just my goal?

03 **ASK**
What one question helps me understand what they want?

04 **LISTEN**
What did they say about priorities, concerns, or timing?

05 **RECORD**
What did we agree to do next, and when?

WANT MORE THAN THE FIRST THREE?

The full Closer's Field Guide is planned to include 10 niche prompt packs, 30 AI prompts, 40 word tracks, and 10 workflow blueprints (not installed automations). Release details: mikemartoe.com/resource-for-closers.html