

The Sales Mastery Series for Real Estate Professionals

with Mike Ferry

Customer Service

The goal of great customer service is to make prospects customers for life:

1. Good customer service begins with good scripts, following the scripts, answering any questions and concerns they have, and telling them the truth
2. Good customer service requires continuous and regular communication. Whether it's the listing-in-process, the sale-in-process ... calling them every ten days should be a minimum of what you do in terms of talking to your prospects
3. We need to make sure that whatever service providers we work with – the mortgage company, title company, and home inspection company. You need to make sure the service they're offering is at the same level and quality as the service you're offering.

Always under-promise and over-deliver on your services.

Remember that the qualities of reliability and dependability are what they're looking for ... practice these two qualities all the time.

Treat every person as you would like to be treated to enhance your customer services.

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Customer service is a prospecting system.

Your customer service becomes one of the strongest things that you do in your business.

If you want to have good customer service, you have to remove the drama that people want to place in every real estate transaction.

The highest level of service that you can give a seller is to get the property sold. The highest level of service on a transaction-in-process is to close that transaction as smoothly as possible.

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There is a direct correlation between how much you're willing to practice and the results you'll achieve in the business every day.

To create a practice routine, you need to set up three or four role-play partners for yourself, and then follow the role-play rules.

Practice and role-play rules:

- A. Show up for your role-play appointment as if it were a real appointment.
- B. Avoid small talk, complaining, and whining because you wouldn't do that on an appointment.
- C. Stay on the scripts as if you were on an appointment.
- D. Make everything in your role-play as real as possible in terms of responses.
- E. Give solid feedback to each other to keep yourself growing.

Practice time and script time must be scheduled like anything else in your business.

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Create a Practice Plan

Once a week, record your role-play, and listen to it carefully ... be very critical of yourself. This is how you learn.

Remember, poor practice, no matter how much you do it, is still poor practice.

In most cases, our growth is determined not only by how much we're willing to practice, but the intensity of the practice. When you practice with intensity you're going to win a higher portion of the time.

Don't allow your ego to take over and control your ability to practice. Remember, Tiger Woods still practices every day.