



Sanford System & Strategies E-NEWSLETTER March 2017

Thank you for subscribing to our newsletter. Walter Sanford was one of the top real estate agents in North America for nearly thirty years, and now, he is one of the most requested speakers, trainers, and coaches. He has authored ten updated systems and books on checklists, pro-active lead generation, listing presentations, buyer systems, and much more which can be found throughout his website. If you would like to contact Walter or have him speak at your event, please email: walter@waltersanford.com

Your Telephone Skills Stink!

Texts and emails are the norm so who uses phone calls anymore? This might be the thought process when you tell a team member to “put on a smile” when they take incoming calls.

The telephone is not dead; though while calling some clients, it may well as be! Sometimes, I can’t believe what I hear! As I call my coaching clients, sometimes I am fed through the main receptionist, and, frankly, it may well as be. I sometimes cannot believe what I hear! When I hear something horrible, I immediately tell my coaching client what happened and it seems to get better next time, even though the receptionist makes sure to let me know that she/he knows I was the one that relayed my sour experience.

What is even worse is that sometimes I get the same treatment from a private assistant. I have been responsible for training many assistants who just don’t realize how important a phone call can be. Especially when their coach (me) has the agent doing much laser-beamed direct mail to potentially high profitable sellers with many promises of value. All the incoming caller wants to do is find out about the offers. If they cannot do this task, can you imagine the treatment some buyers may get?

Bad phone etiquette is an offense for which I have fired assistants, when it is repeated bad behavior after conversations addressing the need for correction. If the receptionist/assistant is just an efficient curmudgeon, I have also directed them to work away from clients.

It is important for your receptionist/assistant know how to act and how to have the correct words on the phone. This is Real Estate 101, but why are the results so bad?

Call your office and monitor the hold times, the attitude, the collection of information, and the pleasure/pain ratio. If you find it lacking, make sure that the following checklist is the first page of the office operations manual. Here it is:

Telephone Policy Checklist

Please initial.

1. _____ When the phone rings, *always* put a smile on your face! People know by the tone of your voice whether you are enjoying what you are doing or not. We want to keep the idea that this (like Disneyland!) is a happy place to work.
2. _____ Always answer enthusiastically, “It is a great day at Sanford Systems. How may I help you?”
3. _____ When answering phone calls, always ask the caller, “Would it be helpful if _____ knew what this call was regarding?”
4. _____ When making phone calls for Walter, you say, “Good (morning, afternoon, evening), Mr./Mrs. _____. Walter asked met to get you on the line to discuss (property address) or _____ look at lead classification. (example: FSBO, expired, past expired) Would you hold for one moment while I get Walter on the line?”
5. _____ Give the call to the party for whom the caller is asking. Always ask for permission to put the caller on hold, and wait for an answer.
6. _____ If that party is not in or is on another line, ask if someone else can help. For example, “Walter is on another line. May I help you at this time?”
7. _____ If no one is available and you have to take a message, take the following required information from the caller:

Name: ask the caller politely how to spell his or her name.

Phone number: ask for the number where the caller can be reached; be sure to get both a work and home or cell phone number; repeat each number.

Message: please find out why they are calling, and be specific! You can say something like, “Walter usually calls in for his messages, and he may be able to answer your question and have me call you back sooner.”

Time: find the best time for a return call and the best number for that time.

Note: do not push callers too hard, but try to get the most information.

8. _____ Always be polite by adding “thank you” and “please.” Never be demanding or rude.
9. _____ No matter how badly you are treated by someone on the phone, they are always potential clients and are *always* right. Walter will handle the bad guys – not you!

Telephone Operator/Team Member

Walter Sanford may be one of the most famous and prolific REALTORS® in this century and the last. He has authored numerous hands-on, sophisticated books on how top mega-agents run their lives, business(es), and investments.

*The checklist shared in this newsletter is taken from Walter’s book “**Time-Saving Checklists for Profitable Systems.**”*

*If you do not have Walter’s books (and corresponding CDs/DVDs), visit our online store at: <http://www.waltersanford.com/shop/>. Call our office at 800.792.5837 to get **50% off website pricing** when you mention this newsletter.*

Newsletter Special

INSIDER TRADING FOR REAL ESTATE AGENTS

Learn how Walter personally invests in real estate. 30 years of secrets in an easy-to-use format (data CD). Included are management forms, checklists, and lists and even negotiation strategies. Audio CDs for your investor clients and for yourself as an investor are included as well.

Call [800.792.5837](tel:8007925837) and ask for the NEWSLETTER SPECIAL – just \$30 plus shipping.

Our Coaching Program

The very best business leaders all have someone in their corner whom they can go to for advice, leadership, and teaching. Unfortunately, the average person has no coach and too often allows himself to be influenced by those who have never achieved high levels of success.

With nearly thirty years of real estate experience including record levels of high real estate production and creative business systems, Walter Sanford offers personal coaching to a select group of clients each year.

Why not make this year the one when you start enjoying your career, your family, and your life? We have a few spaces left in Walter’s personal coaching program.

Please call our office at **1.800.792.5837** to arrange a free phone consultation with Walter for you to see if this may be the year that you take your business to the next level.



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