



## STEPS TO SCRIPT MASTERY

This training article will walk you through the detailed process of Script Mastery. In as little as four weeks, you can develop mastery-like skills and be on your way to a quantum leap in sales production.

SALESPEOPLE have been using scripts for years in many different industries. When doing research, you will find that the top producing agents around the country have all mastered a series of scripts and dialogues. In my opinion, the script is not as important as the mastery of the script. As a coach to many top producing agents, I have seen the same script create results with one agent while completely failing for another. What is the difference? It's simple....MASTERY!

**Step One: (From Day 1 to Day 10)** Join the Daily Role Play conference line for 30 minutes a minimum of three times in the week (ideal is 5 times per week). We advise you to start with Circle Prospecting or FSBO to get started. Just start by listening in. The goal here is to get you used to hearing the script and the objections over and over again in live practice scenarios.

**Step Two: (Day 1)** Read each script into the Recorder feature on your cell phone. At this point, you are just reading the scripts. You do not have to memorize or study the scripts at this time. This step only requires you to record yourself reading the scripts out loud.

**Step Three: (Day 1-4)** Now that you have a recording of your scripts, you must listen to the recording in your car every day for four days straight.

**Step Four: (Day 5 ongoing to Day 26)** Find a Role Play partner and practice the scripts for 30 minutes a minimum of three times in the week. Focus on making the scripts a conversation and forget that they are actually scripts. Mastery requires you to be comfortable in the conversation so it does not sound canned.

**Step Five: (Day 7-9)** On the seventh day of this process, you must record yourself reading the scripts again. Mastery is developed through repetition. So, record the scripts again and listen in your car for three more days. Notice if the scripts sound a little different. Are you speaking clearer? Are you stumbling less? Does it sound different in anyway?



**Step Six: (Day 10-11)** On day ten you must hand write each script out. Each script must be hand written three times and read out loud a minimum of 10 times for two straight days.

**Step Seven: (Day 12-ongoing to Day 26)** At this stage, you may notice that you are becoming more comfortable with the scripts. This is where you must start participating in the live Daily Role Play conference line for 30 minutes a minimum of three times in the week (ideal is 5 times per week). Yes participation/practice is required to improve here.

**Step Eight: (Day 5)** Record the scripts once again and listen for two straight days. Now can you hear a difference? At this point, confidence should be building and the scripts should start to feel and sound normal.

**Step Nine: (Day 16-26)** Record the scripts one final time and listen to them in the car for ten straight days. Yes, I know you must think this is overboard, yet to master something is to repeat something many times. I can assure you that there is a noticeable difference in how you sound at the beginning compared to the completion of step eight. You are on your way to great production!

**Step Ten: (ongoing)** Now that you have a baseline and are getting comfortable with the scripts, continue role playing the scripts for 30 minutes a minimum of three times per week. In addition, the Listing Presentation should be role played in person with a role play partner for 30 minutes a minimum of three times per week. The top professionals in the world and in our industry never stop practicing. Daily 30 minutes of Role Play is part of every top agents daily schedule and routine.

## WHY DOES THIS WORK?

THERE ARE THREE COMPONENTS TO SCRIPT MASTERY. EACH OF THESE THREE COMPONENTS MUST EXIST IN ORDER TO ACHIEVE DESIRED RESULTS.

○ **MEMORIZATION** Has there ever been a time when you listened to the same radio station for a few weeks and you ended up learning the words to a new song? We have all learned the words of songs without even trying. As a matter of fact, we didn't even know we were learning the song until we actually heard ourself singing the song. The same thing will happen with your scripts. just keep listening to them over and over again and the next thing you know they will be in your memory.

○ **INTERNALIZATION** This occurs when you no longer have to focus on memorizing the scripts. Internalization exists when you have become more comfortable and you understand the purpose behind the scripts. Constant repetition of the scripts will help you internally understand the scripts. When you believe in the script, they will believe in the script.

○ **PERSONALIZATION** This occurs after you have memorized and internalized the scripts. Personalization is when you no longer sound like you are reading a script out of a book. Personalization is where you allow your personality to exist in the conversation while at the same time, using the scripts to guide and direct the flow of conversation. This is where you can be yourself in the conversation. Personalization doesn't mean you use your own scripts, it means you relax and let it be a natural conversation with the scripts being the structure.



I know you must think this is overboard, yet to master something is to repeat something many times I can assure you that there is a noticeable difference in how you sounded at the beginning compared to the completion of step Ten. You are on your way to great production.