

DYNAMIC ENGAGEMENT TACTICS

POWER WORDS

- [Sellers Name]
- Easy
- Effortless
- Enjoy
- Free
- Guaranteed
- Guarantee
- Hassle-Free
- Imagine
- No-Obligation
- Opportunity
- Painful
- Powerful
- Proven
- Proven Results
- Quick
- Results
- Risk-Free
- Safe
- Save | Saving
- Scary
- Seamless
- Simple
- Solutions-Based Company
- Special
- Step-by-Step
- Story
- Success
- Tailored
- Transform
- Trusted
- Unlock
- Value

PROBING QUESTIONS

- Tell me more about that.
- Hmm... what else?
- And how did that make you feel?
- What's the story behind that?
- What's your biggest frustration you have with the property now?
- That's interesting, can you expand on that?
- How long has this been an issue for you?
- How has this impacted your daily life?
- What's the worse-case scenario if this continues?
- What risks do you see if this issue continues unresolved?
- Why do you think that's been an issue?
- What's behind that thought?
- How would solving this help you?
- How would it feel to have this problem solved?
- What would happen if this isn't resolved soon?
- Why is this important to you?
- How would solving this help you?
- Can you explain that a bit more?
- What's been the most frustrating part of dealing with this?