1. Be yourself
2. Know your goal going in. For most RE Cold Calls these are your top three goals:
   1. Build rapport with the decision maker
   2. Find out if they want to sell
   3. Meet them in person, preferable at the property
3. Have the right mine set – you are trying to assist a person in distress. You are there to offer a solution to a problem.
4. Have your opening line well-rehearsed, you have about 15 seconds to make the right impression. Example*: “Hello is this Mr./Ms. Jones? This is Diana Hill I sent you a note regarding the property at 123 main street.”* Simple and Direct
5. How to answer the hard questions from the seller – be forthright – rehearse your answers
6. Listen
7. Remember your goal is to build rapport
8. Don’t take things personally
9. Even if they aren’t ready to move forward try and keep the door open – ask If you may call them back in 2 weeks or so. Also follow up with a Thank you note for taking your call. Make sure it contains your contact info.