

# Best Practices for Connection Call Listening

Listening to your connection calls is a great way to ensure you're leading successful conversations with buyers every time. Strong connection calls use something like the ALM framework to build rapport and learn more about a buyer's home search.

As you listen to connection calls in your **Zillow Premier Agent Inbox**, use the outline below to identify your wins and areas of opportunities. If you're a team lead, take this a step further by role playing common scenarios during your next team event.

**Professional greeting:** Introduce your name, brokerage, and why the customer is calling.

- **Strong** - "Hi (customer name)! This is (your name) with (brokerage name). I'm a local agent in (city name). I see you're interested in 123 Main Street."
- **Good** - "Hi, this is (your name). I see you're interested in 123 Main Street. How's it going?"
- **Needs Improvement** - "Hello? Hi. Hold on one sec while I pull up the property. What questions do you have?"

## A

**Appointment:** Ask for an in-person or virtual showing appointment at the start of the call.

- **Strong** - Asks, "When would you like to see it?" as the first question after the greeting.
- **Good** - Asks, "When would you like to see the property?", but it is not the first question or may come up later in the conversation.
- **Needs Improvement** - Did not ask for the appointment.

## L

**Location:** Ask what other properties they're interested in and offer information on similar listings.

- **Strong** - "What other properties caught your attention? I also have a few others in mind similar to 123 Main Street I can line up tours for."
- **Good** - "What other homes would you like to see?"
- **Needs Improvement** - Did not ask what other properties the customer is interested in touring.

## M

**Motivation:** Ask open ended questions focused on the buyer's home search, their motivation to move, and building rapport.

- **Strong** - "What do you like about these homes?"
- **Good** - "Is there a certain number of beds and baths you're looking for?"
- **Needs Improvement** - Did not ask any questions about the customer's search.

**Strong closing:** Confirm next steps, date and time of the meeting before ending the call.

- **Strong** - “Great! I look forward to connecting with you Saturday at 3pm. I’ll coordinate the tours we discussed and I’ll send you a text now so you have my direct line. Don’t hesitate to call or text me if you have any questions in the meantime. Talk to you soon!”
- **Good** - “Ok great. Let me check and see if I can coordinate the tour and I’ll give you a call back to confirm.”
- **Needs Improvement** - Call ended with no defined next steps.

**Ultimately, the goal for every connection call with a buyer is to schedule an appointment, whether virtually or in-person, and begin building the relationship.** Focus on topics that interest the customer like their goals and how you can help achieve them. Try to avoid topics that might create obstacles such as buyer agency or financing and do what’s best to keep your customer’s home search moving.

For more detail on topics to cover and avoid in the first conversation review the **Conversion Playbook**.

