Lesson 3.2 — Calling, Qualification & Objections

Calling inside PUMP is not about reading a perfect script.

It is about having a real conversation with the right person, understanding what is going on, and figuring out whether there is a problem that can be resolved.

The more context you have before the call, the better the conversation will be. If you already know the property is tax delinquent, vacant, tied to a deceased owner, in probate, code violated, or facing some type of deadline, you are not calling blind. You are calling with a reason.

That reason matters.

It gives you confidence, it gives the conversation direction, and it helps the person on the other end understand why you reached out.

The goal is not to pressure somebody into selling. The goal is to understand the situation, determine if there is openness to a resolution, and see if there is an opportunity to help solve a real problem.

The first few seconds of the call matter.

You want to sound calm, confident, and normal. A lot of beginners open the call in a way that creates uncertainty right away. They say something like, “Hi, is this John?” and immediately sound like every other cold caller.

A better approach is usually more direct.

“Hey John, this is Evan.”

That small shift changes the feel of the call. It sounds more natural, more confident, and less like a random sales call. Most people will confirm or correct you naturally.

If you are calling a possible heir or family member, the opening may sound different.

“Hey John, this is Evan. I was hoping to speak with the next of kin of John Smith.”

That type of opening often leads the person to clarify the connection. They may say, “That was my dad,” or “That was my uncle,” or “I’m his son.” Now the conversation has a real starting point.

You are not trying to be clever.

You are trying to open the door to a normal conversation.

Once the conversation starts, transparency matters.

People become suspicious when you sound vague, evasive, overly polished, or too salesy. If they feel like you are hiding the real reason for the call, trust drops fast.

Be direct about why you reached out.

If the property appears vacant, say that.

If the taxes are behind, say that carefully.

If the owner passed away and you are trying to reach the family, be clear.

If there are code violations, foreclosure concerns, or other pressure points, explain that you noticed an issue and wanted to see if there was already a plan in place.

A simple version could sound like this:

“I was reaching out about the property on Main Street. It looked like there may be some tax issues tied to it, and I was trying to see if the family had a plan for the property or if you all were still trying to figure out what to do with it.”

That kind of opening is direct without being aggressive.

It tells them why you are calling, gives context, and leaves room for them to explain.

That is where the real conversation starts.

The best calls inside PUMP do not feel like a sales pitch. They feel like two people discussing a real situation.

Your tone should be calm, informed, and curious.

You are not calling to impress them. You are calling to understand what is going on.

Different situations will naturally create different conversations.

If the property is tax delinquent, the conversation may be about whether they know the taxes are behind, whether there is a plan to pay them, or whether the property has become too much to keep up with.

If there are code violations, the conversation may be about whether the property is vacant, whether repairs are needed, or whether the city is pressuring them to fix the issue.

If the owner is deceased, the conversation may be about who in the family has been handling the property, whether probate was ever opened, whether the heirs have talked about selling, or whether the family is unsure what to do next.

If there is foreclosure pressure, the conversation may be about whether they are trying to stop the sale, keep the property, sell it, or preserve whatever equity may still be there.

Every call has its own direction.

That is why memorizing scripts will only take you so far.

Scripts can help you get started, and students should reference the seller objection playbook and the scripts by situation inside the PUMP curriculum resource files. But in the actual conversation, you need to listen and respond to what the person is telling you.

Once you confirm you are speaking with the right person, the next step is qualification.

Qualification means figuring out whether the situation is real, whether the person is open to doing something, and whether the opportunity makes sense.

You are trying to understand three things: motivation, reasonableness, and family dynamics.

Motivation tells you whether there is any desire to resolve the issue. Some people are ready to talk immediately. Others may be unsure, emotional, defensive, or not ready to make a decision.

That is normal.

You are not forcing the answer. You are listening for openness.

Reasonableness tells you whether the expectations make sense. Someone may be motivated, but if their expectations are completely unrealistic, the deal may not be workable right now.

For example, if a property is worth $150,000, has $50,000 in back taxes or liens, needs major work, and the family still expects to walk away with full retail value, there may not be enough room for a deal.

Motivation matters, but the numbers and expectations still have to make sense.

Family dynamics matter because many PUMP opportunities involve multiple people. Inherited properties often involve siblings, heirs, spouses, relatives, or family members with different opinions. One person may want to sell. Another may want to keep it. Someone else may be completely disconnected or unaware of what is happening.

You need to understand who else is involved and what has to happen before the situation can move forward.

That does not mean you need every answer on the first call.

But you do need to start identifying the moving pieces.

Objections are part of the process.

An objection does not automatically mean the conversation is over. Most of the time, an objection means the person has a concern, hesitation, confusion, or uncertainty that needs to be handled calmly.

If someone says, “Who are you?” or “Why are you calling me?” do not get defensive.

Just reset the conversation.

You might say:

“Totally understand. My name is Evan. I was reaching out about the property on Main Street. I noticed there may be some issues tied to the property and was trying to see if the family already had a plan for it or if you were still figuring out what to do.”

That keeps the tone calm and gives them a clear reason for the call.

If someone says they are not sure whether they want to sell, do not push.

You might say:

“That makes sense. I’m not calling to pressure you into anything. I was mainly trying to understand the situation and see if there was a plan in place before the property became more of a problem.”

That lets them breathe.

If someone says they need to talk to family, that is completely normal.

You might say:

“I understand. A lot of these situations involve more than one person. Who else would need to be part of that conversation?”

That question helps you understand the decision-making structure without sounding pushy.

If someone says they are not interested, slow down instead of immediately ending the call.

Sometimes “not interested” means they do not want to sell. Sometimes it means they do not know who you are. Sometimes it means they are busy, defensive, emotional, or unsure why you are calling.

A calm response could be:

“I understand. Just so I don’t bother you again for no reason, is the family planning to keep the property and get everything handled?”

That gives them a chance to clarify.

The goal with objections is not to win an argument.

It is to keep the conversation steady long enough to understand what is actually true.

Tone matters more than perfect wording.

If you sound nervous, robotic, aggressive, or overly polished, people will feel it. If you sound calm, direct, and genuinely curious, the conversation usually goes better.

The best calls feel normal.

You are not trying to become a high-pressure closer.

You are trying to become someone who can talk through real problems with real people.

Research helps with that.

The more you know before the call, the better you can guide the conversation. If you know the property appears vacant, the taxes are behind, the owner passed away, or the city has code violations open, you can speak with more confidence.

You do not need to dump all of that information on the person.

You just need enough context to ask better questions.

By the end of a good call, you should know more than you knew going in.

You should know whether you reached the right person.

You should understand how they are connected to the property.

You should know whether there is any openness to resolving the situation.

You should have a better feel for what problems exist.

You should know whether the expectations sound realistic.

You should know whether other family members or decision-makers are involved.

And you should know the next step.

That next step may be another conversation, a follow-up task, contacting another family member, moving the lead forward, or deciding the record is not worth more time.

That is what a good call does.

It creates clarity.

Inside PUMP, calling is not about pressure.

It is about contact, context, and movement.

Reach the right person.

Understand the situation.

Handle objections calmly.

Qualify whether the opportunity makes sense.

Then move the record to the next appropriate step.

That is the call.