

#1: Money vs. Future Security

Agent: I don't have the money to invest in both BOLD and _____.

TL: I hear you. Can I ask you something?

Agent: Sure.

TL: Right now, are you earning at a level that funds your dreams 5, 10, 20 years from now?

Agent: Probably not.

TL: And if nothing changes, what's at risk for you and your family?

Agent: Staying stuck.

TL: Exactly. Here's the truth: saving money doesn't create freedom. Earning more does. That's why people choose BOLD - it's not about \$799, it's about building a business that funds the life you promised your family. So, let's do this: think outside the box for ways you could make this happen, and I'll bring some ideas too. In 2 days, let's meet again and make sure money doesn't stand between you and your future. Sound fair?

#2: Expense vs. Investment

Agent: I don't have the money for BOLD.

TL: I completely understand. I used to feel that way too - until I realized there's a difference between an expense and an investment. When I started investing in myself, my income shifted forever. Do you believe BOLD can increase your business?

Agent: Yes.

TL: Then the question isn't "Can you afford it?" The real question is "Can you afford not to?" One extra closing pays for BOLD many times over. You already think like a top producer. Let's get you registered today so we can map out that return together.

#3: Average vs. Extraordinary

Agent: I don't have the money to participate in BOLD.

TL: Totally get it. Quick question - do you consider yourself better than average?

Agent: Yes.

TL: I agree. Did you know the average BOLD student closes 10 contracts in 6 weeks? So if the average is 10, what could you do? Here's the truth: your income always matches your level of thinking. BOLD raises both. So what's scarier: investing \$799 today, or being in the exact same place financially this time next year?

#4: "Not Sure BOLD Is for Me"

Agent: I'm not sure BOLD is for me.

TL: Fair. Let me ask: are you consistently closing 10 transactions every 6 weeks?

Agent: No.

TL: Then imagine what it would feel like to add 10 new closings every 6 weeks. Would that change your year?

Agent: Absolutely.

TL: That's what BOLD is designed to do. If your business could look like that, wouldn't it be worth committing today?

#5: Time Commitment

Agent: I don't know if I have time for BOLD.

TL: I get it. Looking back at last year - did you hit your income goals?

Agent: No.

TL: So what are you going to do differently this year?

Agent: I'm not sure.

TL: Here's the truth: time will never magically appear. The most successful agents buy back time by learning efficiency, leverage, and focus. That's exactly what BOLD teaches. So let me ask: do you want another year of "too busy and not enough income," or do you want to finally buy back your time and hit your goals? Let's make that shift and register today.

#6: The Money Objection (Reframed as Urgency)

Agent: I can't take BOLD because I don't have the money.

TL: I hear you. And you know what? Most of the 10,000+ agents who've taken BOLD once thought the same thing. They did it anyway — and averaged 10+ transactions in 6 weeks. Let me ask you — if you had done 10 more transactions in the last 6 weeks, would we even be having this conversation?

Agent: No.

TL: Exactly. That's why this conversation tells me you need BOLD now. We even have reimbursement programs that take away the risk. (If they do) So let's do the right thing and get you registered today.

#7: Unlocking Potential

Agent: I'm not sure if I should join BOLD.

TL: First, I appreciate you being part of this company. Our purpose at KW is to help you build a thriving business and a life worth living. I've reviewed your numbers, and I see someone capable of far more than you're currently experiencing. Would you agree?

Agent: Yes.

TL: So what will it mean for you and your family when you achieve that?

Agent: It would be huge.

TL: Then let me coach you here: doing the same thing and expecting different results is delusional. BOLD is the proven path to different results. Are you willing to invest in yourself today to create that transformation?

#8: Recruiting / FSTB Curiosity

TL: On a scale of 1–10, with 10 being awesome and 1 being a total failure, how would you rate your real estate career?

Agent: 6 or 7.

TL: What would it take to make it an 8 or 9?

Agent: More consistency, more closings.

TL: And what would that do for you and your family?

Agent: A lot.

TL: Exactly. Now, if nothing changes, what happens? And who at your company is coaching you to make sure it does change? Here's the good news - I'd like to introduce you to an environment that will support you. It's called BOLD. No obligation, just a 5-hour step one where you'll experience what's possible. Wouldn't it be worth seeing for yourself?

#9: “I Don’t Have the Money” (MLS Fee Analogy)

Agent: I just don’t have the money.

TL: I get that. Let me ask: if the MLS board announced today that every agent must pay \$799 to stay active, what would you do?

Agent: I’d figure it out.

TL: Exactly. Why? Because being active in this business matters to you. Now here’s the truth - BOLD isn’t a fee. It’s an investment that keeps you producing in this business. So let’s treat it with the same urgency. I want you to list 5 ways you could find \$799 by [Step 2 date]. I’ll do the same. Let’s meet in two days and commit to one of those solutions. Fair?

#10: “I Can’t Afford It” (Future-Pacing)

Agent: I would love to do BOLD, but I can’t afford it.

TL: Thank you for being honest. Let me ask - what happens if your business keeps running the same way it is now?

Agent: Probably struggle.

TL: Exactly. And here’s what I know: if \$799 feels like a stretch, you’re one bad month away from being out of this business. That’s why BOLD exists - to give you 10+ transactions in 6 weeks on average. So let’s flip the script. Instead of asking, “Can I afford BOLD?” let’s ask, “Can I afford not to?” I care about your future - and I don’t want \$799 to be what stops you from creating it. Let’s get you signed up.

#11: “\$799 Is Too Much”

Agent: I can't afford \$799.

TL: I'm glad you brought that up - because that's exactly why you must be in BOLD. If \$799 feels heavy today, imagine how much lighter it feels when you've closed even one additional transaction. So the real question isn't "if" - it's "how." How can you attend BOLD? Some agents borrow, some ask for sponsorships, some get creative. And every one of them looks back grateful they did. Don't you owe it to your family, your future, and yourself to find a way? Let's do this together. Online or paper registration - which works better for you?

#12: Benefit: Business or Burnout

TL: Here's the choice: you can sign up for BOLD, take action, and create the income you're capable of. Or you can skip it - and risk being out of this business by this time next year. Which option feels aligned with the life you want?

#13: Benefit: Action or Decline

TL: You could wait until your bank account is drained and your credit card balance is overwhelming... or you could take action now, sign up for BOLD, and finally create the income and security you desire. Which one sounds like the path to the life you promised yourself?

#14: Benefit: Family Time vs. Nights & Weekends

TL: Here's the truth - BOLD helps you generate the leads, appointments, and closings you need to build a business that serves your family. Without it, you'll keep trading nights and weekends for survival. Do you want to keep missing family moments... or create a business that gives them back to you? Let's get you registered so you can choose freedom.

#15: Benefit: Freedom vs. “Real Job”

TL: You got into real estate for freedom and flexibility, right? So you could attend your family’s events and live life on your terms? The alternative is a “real job” where someone else dictates your time. BOLD is the bridge between your current reality and the freedom you came here for. Which path do you want?

#16: “Too Much Homework”

Agent: I’ve heard BOLD has too much homework.

TL: Can I ask - is that 100% true? Or do thousands of agents complete it every year and succeed?

Agent: I guess others succeed.

TL: Exactly. So it’s not “too much to handle,” it’s just a matter of commitment. The truth is, BOLD homework is the bridge between wanting success and living success. And since you’re committed to your future, doesn’t it make sense to sign up today and let your coach guide you through it?

#17: Didn't See Results and/or Not Good Experience

Agent: BOLD was okay, it was a lot. I didn't really like it and you guys talked about 10 deals and I didn't get 10 deals.

Coach/TL: I appreciate you sharing that with me. I'm gonna take total ownership on behalf of our team. So, I apologize that you didn't get results/have a great experience. Could I ask some questions to get more clarity around your experience?

Agent: Sure.

Coach/TL: We know that the average is 10 transactions, and we know that some do less, some do more. And yet, we also know that there's a common theme to their success when people do 10 or more. So, on a scale of 1 to 10, 10 being you did all the things they asked you to do in BOLD. 10, that you sought out the BOLD coach for extra help if you needed it. 10 that you played 100% full on with it. 1, you didn't play 100% full on. How would you rate your participation?

Agent: I'd give it a five.

Coach/TL: A five. Now, I'm just curious, what was your BOLD experience on a scale of 1 to 10? 10, it was awesome. 1, not so awesome.

Agent: Well, I said it was okay, I'd give it a five.

Coach/TL: That's interesting. Do you see a correlation?

Agent: Like what I put in is what I got back?

Coach/TL: That's exactly right! Whatever we put into something is what we get back out of it. I don't mean to sound harsh ... Is it possible that you got exactly out of BOLD what you put into it? Now, let me ask you another question: Have you ever failed at anything?

Agent: Yes.

Coach/TL: Okay. Now, when you failed at something did you stop doing it or did you get back on the horse and attempt it again?

Agent: No, I got up and kept going.

Coach/TL: So, if maybe you listed a home and the seller wasn't as enamored with you as they were when you listed it, would you want the seller to cancel their listing with you, or would you want an opportunity to fix it with the seller?

Agent: I'd want to fix it.

Coach/TL: Okay, let me ask you this, do you trust me as your team leader?

Agent: Yes.

Coach/TL: I'm so glad to hear that! I know that if you invest in yourself with BOLD, play 100% full on at a level 10... I know that you'll have a different result this time. I believe in you, your potential and your ability to do this at the highest level. Can I help you register right now?
(Leader, you may have to dig deeper)

Agent: Yes.

Bonus: Recruit Call – Curiosity Script

TL: Hi [Name], this is [TL] over at Keller Williams. Thanks for taking my call. We've got a training coming up called BOLD - one day a week for 6 weeks. It's fun, it's accountable, and it consistently doubles production for people who commit. So let me ask: Who do you know that's hungry to double their production right now?

(Pause)

And who's the rock star agent that, if they had better conversation dialogues, could absolutely blow up their business?

(Pause)

I'd love to invite them - and you - to our next session. Wouldn't it be worth experiencing what BOLD could unlock?