
FREE TRAINING / GUIDE NO. 05

RE-ENGAGEMENT SCRIPTS

Seven proven messages. Every stage. Both markets.
Phone and WhatsApp. No fluff. No apologies.

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INTRODUCTION

WHEN CLIENTS GO QUIET.

Clients go quiet. It happens at every stage, early interest, post-viewing, post-offer, post-commitment. This document gives you two things: a progressive sequence you run from wherever the silence started, and seven standalone scripts for seven specific scenarios. Both markets. Phone and WhatsApp. No fluff. No apologies. Just the messages that get a response.

Read the seven rules on the next page before you pick up the phone or open WhatsApp. Breaking any one of them will undo the script.

BEFORE YOU USE ANY OF THESE

THE RE-ENGAGEMENT RULES.

RULE 1 Never lead with 'just checking in.' It tells the prospect you have nothing useful to say. Every message needs a reason to exist.

RULE 2 Voice before text. A WhatsApp voice note creates human presence. A text creates pressure. When in doubt, record.

RULE 3 Phone before WhatsApp when the stakes are high. Post-verbal commitment and post-offer silence starts with a call. Voice note only if unanswered.

RULE 4 Never apologise for following up. You are doing your job. State your reason and get to the point.

RULE 5 One specific ask per message. Not 'let me know what you think.' A direct next step, a call, a viewing, a five-minute conversation.

RULE 6 Be comfortable with the silence after you ask a direct question. Do not fill it. The person who speaks first loses.

RULE 7 Know when to stop. After seven genuine attempts, send one final message and close the lead. A closed lead can be reopened. A desperate broker cannot.

PART 01

THE PROGRESSIVE RE-ENGAGEMENT SEQUENCE.

Use this when a client has gone quiet at any stage. Start at Message 1 and work forward. The sequence escalates, warm and specific at the start, direct and honest in the middle, clean and final at the end. Run it over three to four weeks. Do not compress it into a few days. That is chasing. This is strategy.

PROGRESSIVE SEQUENCE

01

WHATSAPP VOICE NOTE / 24-48 HOURS AFTER SILENCE BEGINS

THE RE-OPEN

"[Name], it's [your name].

I'm reaching out because something has come up that is directly relevant to what we were discussing and I'd rather you hear it from me than find out another way.

[Specific trigger, a price movement, a unit that just went, a new phase launch, a comparable that sold above asking, a developer announcement. Be specific. One sentence.]

Give me a call when you have five minutes. I think it's worth your time."

PROGRESSIVE SEQUENCE

02

WHATSAPP TEXT / DAY 4-5

THE VALUE DROP

"[Name],

[One piece of genuinely relevant data or news. DLD numbers for their target area. A yield comparison. A sold price on a comparable unit. One line explaining why it matters to their specific situation.]

Thought you should have this."

PROGRESSIVE SEQUENCE

03

PHONE CALL / DAY 7-8

THE DIRECT CALL

"Hi [Name], it's [your name]. Got two minutes?"

I'm going to be straight with you. I've been in touch a couple of times and I haven't heard back. I'm not going to keep sending messages into the void so I'd rather just pick up the phone and ask directly.

Where are you at with this? Has something changed, or is it still on your radar?

[Stop. Say nothing. Wait for the answer.]

[If still interested, agree a specific next step and put it in the diary before you hang up.] [If situation has changed, find out when it might change, agree when to reconnect, and move on.] [If not interested, thank them, close it cleanly, and go find someone who is.]"

PROGRESSIVE SEQUENCE

04

WHATSAPP VOICE NOTE / DAY 10-12

THE URGENCY MESSAGE

"[Name], it's [your name]. Quick one.

[New specific trigger. Something that has actually happened, a unit sold in the same building, a price phase change, a competing buyer who has come in, a deadline on an offer or incentive.]

This one is time-sensitive. Call me today if you can."

PROGRESSIVE SEQUENCE

05

PHONE CALL / DAY 14-16

THE HONEST CONVERSATION

"[Name], it's [your name]. I need two minutes of your time.

We've been going back and forth for a few weeks now and I'm going to be honest with you because I think that's more respectful than dancing around it.

I don't know where we stand. And I'd rather you tell me directly than have this drag on for both of us.

Are you still in the market or has something changed? Yes or no is absolutely fine. I just need an honest answer so I can either help you properly or stop wasting both our time.

[Stop. Do not say another word. Wait.]"

PROGRESSIVE SEQUENCE

06

WHATSAPP TEXT / DAY 19-21

THE LAST RELEVANT TOUCH

"[Name],

I'm not going to keep reaching out after this.

But before I close things off: [one final, specific piece of relevant information, a market movement, a price change, a new opportunity that fits their brief].

If the timing works for you at any point, you know where I am."

PROGRESSIVE SEQUENCE

07

WHATSAPP TEXT / DAY 25-28

THE CLEAN CLOSE

"[Name],

This is my last message.

I genuinely believe [the project / the property] was right for what you were looking for. I hope you find exactly what you're after.

If your situation changes, reach out. I'll pick up where we left off."

PART 02

THE 7 STANDALONE SCRIPTS.

Each script is written for a specific scenario. Pick the one that matches where your client went quiet. Use it as a standalone, not in sequence with the others.

SCRIPT 01

01

STANDALONE / SCENARIO

GONE QUIET AFTER THE FIRST CALL

The prospect showed interest on the initial call, asked questions, seemed engaged, then disappeared. No viewing, no follow-up call taken.

CHANNEL

Phone Call, Voice Note if no answer

TIMING

3-4 days after sending materials

"Hi [Name], it's [your name].

We had a good conversation and then I lost you.

I've put together the specific information I mentioned, not a generic pack, the actual data on [the area / the developer / the investment profile] based on what you told me you were looking for.

I'd rather walk you through it on a call than send it over and have it sit unread. 15 minutes, when works for you this week?"

WHY THIS WORKS

Short, direct, no apology for following up. 'We had a good conversation and then I lost you' is honest without being accusatory. It puts the responsibility on both parties without making the prospect feel guilty. The specific ask, 15 minutes this week, makes it easy to say yes.

SCRIPT 02

02

STANDALONE / SCENARIO

GONE QUIET AFTER SENDING INFORMATION

Materials sent, deck delivered, brochure shared. Then silence. The prospect read it and went cold.

CHANNEL

WhatsApp Voice Note

TIMING

48-72 hours after first call

"Hi [Name], it's [your name].

I sent you [the information / the project details / the data] a few days ago and I haven't heard back.

I'm not going to pretend I don't notice that.

I'm not going to keep sending voice notes into the void. Tell me straight, are we still moving forward on this or has something changed? I can handle either answer. What I can't work with is silence."

WHY THIS WORKS

'I'm not going to pretend I don't notice that' is the line that changes the dynamic. It is direct without being aggressive. It forces an honest response because the alternative, continued silence after that line, feels genuinely uncomfortable. That discomfort is what gets the reply.

SCRIPT 03

03

STANDALONE / SCENARIO

GONE QUIET AFTER A MEETING OR VIDEO CALL

A full meeting or video call took place. Genuine interest, good questions, strong conversation. Then nothing.

CHANNEL

WhatsApp Voice Note

TIMING

48 hours after meeting, then Day 7

"[Name], it's [your name].

We spent 60 minutes together this week. That was real time, for both of us, and I came away from it thinking we were on the same page.

I haven't heard from you since and I'd rather just ask: where are you at?

I can handle either answer. What I can't work with is silence."

WHY THIS WORKS

Referencing the time you both invested ('we spent 60 minutes together') creates a subtle obligation without being aggressive. 'I can handle either answer. What I can't work with is silence' is the line that forces a response, it is confident, not desperate, and it gives the prospect a face-saving way to be honest.

SCRIPT 04

04

STANDALONE / SCENARIO

GONE QUIET AFTER A VIEWING

Secondary market. The prospect came, showed interest, asked about layout, talked about their timeline, discussed changes they would make, and then went completely quiet.

CHANNEL

WhatsApp Voice Note

TIMING

Within 2 hours of viewing, Day 5 if still silent

"[Name], it's [your name].

You were engaged during that viewing. I saw it. So I know the silence since isn't because you weren't interested.

Something is sitting with you, whether it's the price, something you've seen elsewhere, or a conversation you need to have with someone. I get that.

But here's the thing. I can only help you if you tell me what it is. If the price needs work, I can go back to the vendor. If there's something about the property that didn't sit right, I'd rather know so I can find you something better. If you just need more time, tell me that too.

Talk to me. Five minutes. What's actually going on?"

WHY THIS WORKS

'I saw it' is powerful because it is specific and true. It tells the prospect you were paying attention, which builds personal certainty. 'I can only help you if you tell me what it is' shifts the dynamic, you are not chasing a sale, you are trying to solve their problem. That reframe changes the entire energy of the message.

SCRIPT 05

05

STANDALONE / SCENARIO

GONE QUIET AFTER A VERBAL COMMITMENT

Off-plan. The buyer said they wanted to proceed. Agreed the next step. Then vanished. The highest-stakes silence in the process.

CHANNEL

Phone Call first, Voice Note immediately if no answer

TIMING

48-72 hours after silence

"[Name], it's [your name]. Pick up if you can.

You told me you were ready to move forward. Then you went quiet. I need to understand what happened.

I'm not calling to chase you. I'm calling because if something has changed, personally, financially, whatever it is, I need to know so I can either work around it or release the position we were holding for you.

I can't keep that unit on hold indefinitely. That's not fair to you or to me.

Call me today. If I don't hear from you by [end of day / tomorrow], I'll have to move on. I'd genuinely rather not do that."

WHY THIS WORKS

This script has real urgency and real consequences, and both are genuine. 'I'll have to move on' is not a manipulation tactic if it is true. Use it only when it is. The combination of directness and genuine consequence is what gets the phone picked up. Always call first on this scenario, never open with a text.

SCRIPT 06

06

STANDALONE / SCENARIO

GONE QUIET AFTER AN OFFER HAS GONE IN

Secondary market. Offer made. Seller countered. Buyer said they would think about it. A week of silence. The deal was right there.

CHANNEL

Phone Call first, Voice Note if no answer

TIMING

5-7 days after counter-offer silence

"[Name], it's [your name]. I need to talk to you about the counter.

A week has gone by. That's too long to leave this hanging, for you and for the vendor.

I've pulled the latest comparables for [Building / Area]. The last two transactions came in at AED [X] and AED [Y]. The counter at AED [Z] is [above / at / below] where the market is. I'm going to give you my honest take: [either 'the vendor is being fair, here's why' or 'there is room to push back, here's the basis'].

I need a decision from you. Not because I'm pushing, because the vendor is not going to sit on this forever and neither should you.

What are we doing?"

WHY THIS WORKS

'What are we doing?' is the close. Four words. It is direct, it is joint ('we'), and it demands an answer. The data that precedes it gives the prospect something to respond to, it makes the decision feel informed rather than pressured. The honest opinion on the counter builds the personal certainty that has been missing during the silence.

SCRIPT 07

07

STANDALONE / SCENARIO

GONE QUIET AFTER A LONG NURTURE PERIOD

The prospect was warm for weeks or months. Regular contact, genuine engagement. Then somewhere in the last four to eight weeks, they went cold. No obvious trigger.

CHANNEL

WhatsApp Text, Phone if no response in 48 hours

TIMING

When a specific trigger occurs

"[Name],

We've been talking for [X weeks / months] and somewhere along the way I lost you.

I'm not going to pretend that hasn't happened or act like everything is fine.

Something has changed either in the market or on your end, and I'd rather know which one it is.

[If market trigger exists: 'What I will say is this, [specific data point / new opportunity / price shift]. If you're still in the market, this changes the picture. If you're not, tell me that too.']

I've put time into finding the right thing for you. I'd like to know if that time is still worth investing.

What's changed?"

WHY THIS WORKS

'I've put time into finding the right thing for you. I'd like to know if that time is still worth investing' does something most re-engagement scripts don't, it makes the prospect aware of what you have given without being aggressive about it. It creates accountability without creating guilt. 'What's changed?' is a direct question that cannot be ignored without a deliberate choice to ignore it.

THE CORE PRINCIPLE

EVERY MESSAGE MUST EARN A REPLY.

Not by being aggressive. Not by creating false urgency. By being specific, by being asking questions that require an answer. The scripts in this document are direct what the situation demands. A prospect who has gone quiet is not going to be re-politeness. They are going to be re-engaged by someone who respects them enough to the truth.

Re-engagement is not about persistence. It is about precision. Know why you are reaching out. Know what you are asking for. Know when to stop.

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