



### Clone Your Commissions with More Referrals

Million Dollar Pipeline Program | Class 4



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#### The Plan for Today...



- How to leverage your service to win more business
- The importance of building a professional network
- Tips and scripts to ask for referrals & introductions
- How to effectively stay in touch with past clients



Today's call will be recorded

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#### "Classic" Referrals



- From a personal relationship
- From a past client
- From a professional relationship
- From a new lead with common connections

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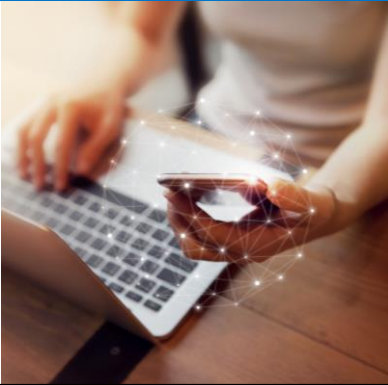
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### The "New Age" Referral

- Find referrals in your new leads
- Find common connections with new leads
- Leverage those connections to create a referral



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### 4-Steps to Generate More Referrals

- ✓ Leverage your service
- ✓ Ask for referrals and introductions
- ✓ Build a professional network
- ✓ Stay connected



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### Step 1 – Leverage Your Service

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### What Do You Do?

- Provide a unique service, and do it well
- Be reliable, communicative, and exceed expectations
- Create a few sentences to describe *what* you do & *how well* you do it
- Memorize this "elevator pitch" – let this be your mantra



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### Your Elevator Pitch



#### #1 - Start with a Hook

The reason a customer should be interested. A unique service or common problem that connects with customers you want

#### #2 - Amplify a Problem

Think about this from your customer's perspective, and the types of questions or concerns they may have

#### #3 - Offer Your Solution

Why YOU matter. Why are you different from the rest? Talk about facts, data, awards, and service

#### #4 – Call to Action

End with a conversation-starting question: "Do you know anyone that would be interested in XYZ?"

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### Perfect Your Pitch

- Make sure it takes way less than 60 seconds to say
- Does it come across sounding too salesy?
- Will a person know exactly what's in it for them?
- Memorize it, and practice, practice, practice!!



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### Exceed Expectations, even After Closing

- Pizza gift card or coupons
- Children's books
- Beer, wine, or coffee
- Cleaning supply kit
- Dish towels / oven mitts
- Home Depot gift card
- Paper towels / toilet paper
- Mugs with their initials
- Personalized cutting board



Be sure to leave a few business cards too!

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### Step 2 – Ask for Referrals & Introductions

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### Overcome the Fear

- Fear of rejection
- Fear of harsh criticism
- Fear of negative feedback



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### Strike While the Iron is Hot



- Listing presentation
- When you get the listing
- During the sales process
- After closing

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### During the Listing Presentation



"My goal is that at the end of this process, you will be completely satisfied with my service and the price you received. I want you to become an advocate by sending us referrals. That's how my business grows. I'll work hard to make sure I exceed your expectations, so you'll feel confident in sending me referrals."

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### When You Get the Listing



"Thank you so much for listing with me; I have two goals while working with you. First, is to sell your home as quickly as possible for the highest price. Second, is to give you such great service that you automatically refer me to anyone you know who wants to buy or sell. Sound good?"

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**During the Sales Process**



"As you know, I've been working hard for you, and now that you understand how I operate and the services I can provide, I could use your help in referring us to other people who want to buy or sell a home. Do you know of anyone that may be in need of my services?"

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**After Closing**



"It's important to me to make sure that you have been happy with my service, as I have built my business on client satisfaction. How would you rate my services? If you have associates, friends, or relatives who need real estate assistance, would you feel comfortable referring them to me for help?"

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**After Closing**



"I appreciated your business, and I look forward to doing business with you again sometime. I would also like to help any of your friends or acquaintances who may be coming into the market or people in your neighborhood who may be selling. Do you mind if I leave some business cards with you?"

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## Step 3 – Build a Professional Network

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### Industry Referrals

- Dual Representation
- Relocation Buyers
- Mortgage Lenders
- Home Inspectors
- Appraisers
- Special Listing Types
- Home Insurance
- Escrow or Title



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### Create an Experience



- Moving Truck
- Moving Services
- Plumbers
- Electricians
- Flooring & Paint
- Landscapers
- Home Stagers
- Photographers

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### Add that Extra Layer...

- Take the headache out of moving, and create an amazing, streamlined experience
- Updater helps you organize & complete moving-related tasks in minutes:
  - ✓ Forward mail
  - ✓ Update accounts
  - ✓ Transfer utilities
  - ✓ And much more



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### Step 4 – Stay Connected

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### Build a Different Kind of Pipeline



- Stay connected with your professional network
- Over time, referring them business will benefit you
- Stay in front of them, and reinforce your relationship
- Eventually, they will return the favor

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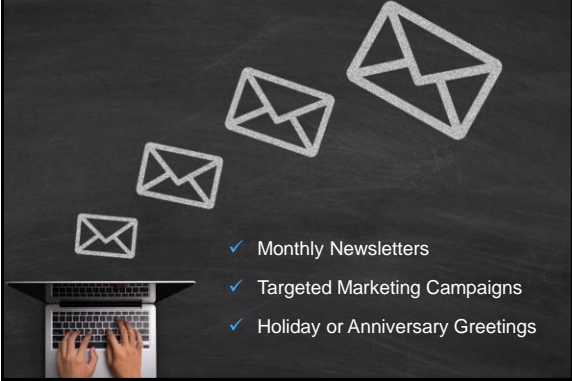
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### Past Clients



✓ Monthly Newsletters

✓ Targeted Marketing Campaigns

✓ Holiday or Anniversary Greetings

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### Keep it Personal

- Choose 2-3 past clients per week to reach out
- Ask about life – how's the job, kids, home?
- Find common connections to start the conversation
- Invite them to your events or fundraisers



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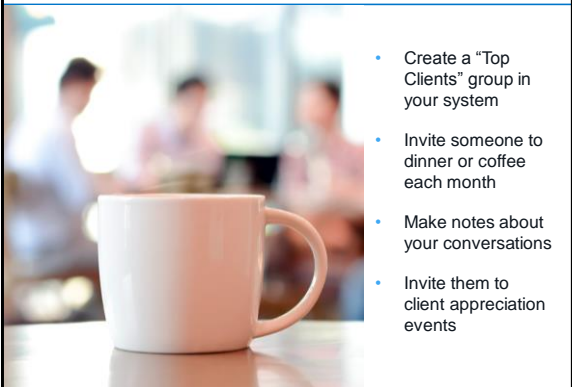
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### Put in Face Time



- Create a "Top Clients" group in your system
- Invite someone to dinner or coffee each month
- Make notes about your conversations
- Invite them to client appreciation events

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