

Referral Process Breakdown

Opening (VIPS)

- Did you find VALUE
 - What specifically did you appreciate the most
- With that in mind, I have a very IMPORTANT question for you
- A lot of people you know and care about simply haven't take the time
- With your PERMISSION
- I'd like to SUGGEST
- We brainstorm on specific groups of people who would truly benefit the most
- Would you be open to that?

Overcoming the Objection

- When people are hesitant to give introductions I've found
- Its for one of two reasons
- Either they had a bad experience
- Or they're not sure how their friends/family will react
- I'm curious, which one is true for you?

If Bad Experience Response

- Sorry to hear that, may I ask what that situation was like?
- I definitely don't want you to experience that again
- Let's review how we've done business (*walk them through your process*)
- The good news is that... (*transition to Not Sure How response*)

If Not Sure How response

- The good news is that I have a way
- Not one person will be mad (*pause*)
 - Not one person will be upset (*pause*)
 - Not one person will be bothered at all (*pause*)
- And here's why
- We'll brainstorm on these groups of people
 - But I'll only ask for First Names Only (*pause*)
 - No Last Names (*pause*)
 - No addresses (*pause*)
 - Not even an email address (*pause*)
- Today is _____, I'll call you back on _____

- In the meantime simply reach out to them, ask them if they are open to a phone call
- If they say Yes
 - They probably need my help, and will thank you for introducing us
- If they say NO
 - I'll never contact them, and they will thank you for looking out for their privacy
- Either way no one is upset
- Everyone Thanks you
- You and I are only helping people who want our help
- Fair?

First, Next, Last

1. Define your target market. Think about characteristics, type of structures, years of residency, stage of life, type of profession, ideal neighborhood, life events
 - a. Determine Top 3 groups
 - b. Ensure they are big enough to have multiple introductions
 - c. Ensure they are specific enough to jog a client's memory
2. For each group, list out common life events or situations that these people experience that can be helped by your professionalism
3. For each group, list out the positive impacts on how working with you will help remedy, and the negative impacts that they face that you can help them avoid
4. Describe at a high-level your process to help educate the referrals, and how unique it is in this market.
 - a. Start with the FIRST group of people I help is _____
 - b. *Tie these bullet points together and tell a story for each group. They should be showing signs or understanding, nodding, positive affirmations. When you conclude each group's story, ask:*
5. Ask, "So when I describe this group, who do you know that deserves this type of education?"
6. "Who else?"
7. Who else?"
8. Then transition to the NEXT group... then the LAST group

Talk-Track Worksheet

	First	Next	Last
Client Description			
Common Events/Situations			
+/- Impacts	<div><div>+</div><div>-</div></div>	<div><div>+</div><div>-</div></div>	<div><div>+</div><div>-</div></div>
Your Process			
Ask			

