

Start the Cycle

Be remembered

1. _____ are natural.

2. _____ have to start the cycle

3. Your _____ is your

4. Clients NEED to feel _____ and

_____ not just part of a

*People want options quickly,
and need time to weigh
them on their own terms.*

*The highest quality clients,
you can serve ...referrals!*

People HAVE to _____ at _____

level and feel _____

To be referred

1) Aware of your _____ to _____

others

2) _____ them how to refer you

3) Should be _____ more than

the _____ received

Know your Clients

- Provide _____ insight and

- Give Constant _____ on

- Know _____ hot topics...

Consistency

The Playbook

1) Write _____ - _____ notes

2) Make calls _____

3) Send out _____, follow up with

a _____ call

4) Track your _____ and _____

5) Be _____

Before they will do business with
or refer you:

1) Do you _____ about me?

2) Are you _____ at what _____ do?

3) Can I _____ you?

People want assurance *they*
are doing the right thing.

Reengage!

But, I Haven't Kept up with them !

- a) I feel _____
- b) Forgive _____, Ask them to forgive _____
- c) We haven't _____ in a _____
- d) _____ yourself, and _____ them!

Start with your favorites

- Who _____ you?
- Who do you _____ the _____ ?

Those that you feel good about feel good about you when you call.

Key Page 1

Referrals

You

Database, lifeline

Understood, heard, transaction

Understand, their level, understood

Key Page 2

Desire, serve

Teach

Celebrated, referral

Valuable, ideas

Feedback, progress

Their

Hand written

Daily

Newsletter, phone

Activity, results

accountable

Key Page 3

Care,

Good, You

trust

Key Page 4

Guilty

Yourself, You

Spoke, while

Yourself, Call

Energizes

Like, most