

SURGE™

Session 2

Building Your Referral and Networking Strategies



To your Achievement of Excellence in Life

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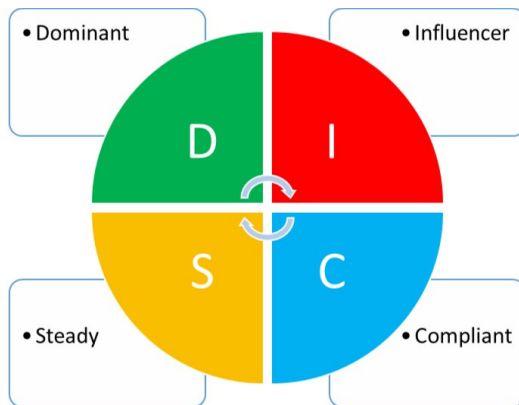
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OBJECTIVES

During this session you will:

- Create an aligned referral strategy
- Master your networking strategy
- Prepare your responses to “How’s the Market?”

DISC BASICS – THE INFLUENCE REFERRAL STRATEGY



DOMINANT

Dominant: Aggressive, Competitive with high drive

Challenges: Asking for referrals, building referral relationships

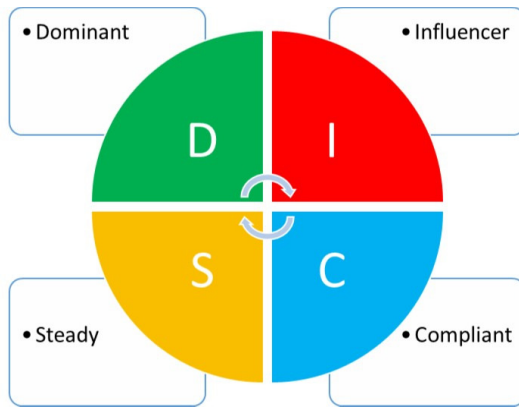
Victories: View themselves as a Doctor, Dentist, Accountant and Attorney types of real estate

INFLUENCER

Influencer: Relational, knows a lot of people, self-promotion oriented

Challenges: Transitioning to deeper referral conversation, focusing on deeper relationship value.

Victories: Verbally gifted, persuasive, naturally effective at referrals



STEADY

Steady: Service oriented, long-term relationships

Challenges: Does not want to inconvenience people, ask without value transfer, fearful of leveraging the relationship

Victories: Quality service, cares about clients and others

COMPLIANT

Compliant: High service standards, exceptional at analyzing data to arrive at sound conclusions.

Challenges: Forcing themselves to engage with people, even people they have serviced.

Victories: Unemotional selling, investment property niche they are second to none.

[HTTP://WWW.REALESTATECHAMPIONS.COM/FREEDISC](http://www.realestatechampions.com/freedisc)

YOUR REFERRAL STRATEGY

Your referral strategy must be right for you and sustainable.

Referrals is both a quality and quantity game.

Referrals is a numbers game.

Everyone in your database is NOT equal.

REFERRAL SCRIPTS

I WANT TO EARN THE RIGHT

I want to earn the right.

Bob, sometimes people wonder how I get paid. Basically I get paid in two ways. First, if I help market your home and someone buys it, I get a commission. Second, if you like what I bring to this process, if you find the way I work for you valuable, then you'll feel inclined to introduce me to a few of your friends, colleagues, or family members who you feel will also benefit from knowing me....

Which mean to you, Bob (magic phrase), I intend to earn those introductions. I'm going to make sure we create a great strategy for the sale of your home, and that we do a great job implementing that strategy. I'm going to explain things clearly every step of the way. And if any problems come up, I won't run away from them, I'll be there for you. Through this process, I hope you'll want to share what I do with others. Fair enough?

I AM NEVER TOO BUSY

I am never too busy.

(After client thanks you for something you've done): Martha, I'm certainly glad you see the value in what I can and will continue to do for you. I want you to know that I'm never too busy to see if I can help any of your friends, colleagues, or family members who you think might benefit from knowing me. Make sense?

REFERRALS ARE A NATURAL OUTCOME OF THIS PROCESS

Referrals are a natural outcome of this process.

Bob, as we get started, I just wanted you to know what happens sometimes. Quite often, as we begin this process with clients, they naturally begin to think of others who are looking to buy or sell a home and should probably know about me. But they often don't bring it up because they're not sure how to introduce me to them. Which is a shame, because those people never get the benefit of what I can do for them. So, here's what I ask. If, at any time, you think of someone who should know about me, please bring it up, and we'll see if there's a comfortable way for you to introduce me to them. Make sense?

UPGRADING THE REFERRAL

“Bob, I appreciate the referral opportunity and you offering to give your friend Suzi my business card, but I will tell you it is rare when a referral actually calls the agent. My real concern is in our marketplace more than 65% of the agents have been in the business less than a handful of years. The average agent, according to NAR does 3.5 transactions. The probability is that your friend is going to get an agent that doesn’t understand the marketplace and may not be as skilled. I’m sure that is not what you want to have happen. Would there be a way we could design that would allow you to be comfortable with giving their number to me so that I can make a soft introductory call?”

HOW I’LL CONTACT THEM

How I’ll contact them.

Well Martha, that’s great to hear. I’m glad you are seeing the value of working with me. And, of course, I hope to continue to be of value to you through my service and in other ways. Martha, I have an important question to ask you.

I’d like to brainstorm for a few minutes about who you know and care about who just might benefit from the work I do. But before you answer, let me explain how I’d go about contacting anyone you might mention.

Actually, I’d contact them in much the same manner I contacted you. First, I’d give them a call to see if they’re open to a quick meeting to discuss their situation. I’ll explain how I work, ask them a few questions and see where that takes us. If they’re not interested, that’s the end of it.

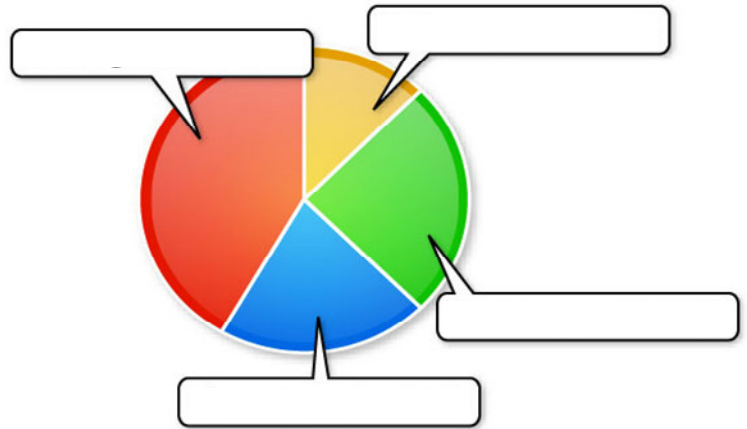
With that in mind, could we brainstorm about who you know, who you care about, who might find value in the work I do?

SEGMENT YOUR DATABASE

Segment your database and mine for gold.

Evaluate the people in your database first by these following traits:

- People who previously have sent you referrals – even if those referrals didn't create a commission check.
- People you liked to work with and who really lived you.
- People who understand your need for business referrals.
- People who were delighted with your service.



Segment your database into four segments:

1. Platinum level clients – The Platinum Client Club is the highest level
2. Gold level clients
3. Silver level clients
4. Bronze level clients

PLATINUM CLIENT PROFILE

Our desire is to provide ongoing value and service to our clients. That commitment extends far beyond the closing of our initial transaction. We firmly believe we are in a long-term service relationship with each of our clients. We are focused on being a service provider for you and your family for life. With that in mind, we would ask you to spend a few minutes completing our Platinum Client Profile. We look forward to providing you, your family and friends our Platinum service for life.

Date _____

CUSTOMER

1. Customer's Name? _____

Does s/he use a nickname? _____

2. Company name? _____

3. Company Address?

Home address?

4. Telephone numbers? (Which is best to reach at?)

Business: _____ Home: _____

5. Date of Birth? _____

Place of birth? _____

What is his/her Hometown? _____

EDUCATION

6. High school? _____
Year graduated _____
Attend College? Which one? _____
Year graduated _____
7. Did you belong to any College fraternity/sorority? If so, which one?

8. Did you participate in sports?

FAMILY

9. What is Spouse's name and occupation?

10. What is Spouse's education?

11. What are Spouse's interests?

12. Spouse's birthdate?

13. When is your Anniversary?

14. Do you have Children? If yes, names/ages?

15. What are your Children's education levels?

16. Children's interests? (hobbies, problems, etc.)

SPECIAL INTERESTS

17. Do you belong to any clubs, fraternal associations or service clubs? (Masons, Kiwanis, etc.)

18. Are you active in your community? How?

LIFESTYLE

19. What is your favorite place for lunch?

What is your favorite place for dinner?

20. Do you enjoy spectator sports? If so, which sports and teams?

SEGMENT YOUR DATABASE WORKSHEET

ClientCare@RealEstateChampions.com/Fax: 541-330-7449

Client _____ Group: _____ Coach: _____ Date: _____

Remember the key to success is to implement a plan for each group, but for this assignment simply list the number of database contacts you have in each group.

<p>Platinum</p> <p>The highest referral potential</p>	
<p>Gold</p> <p>Second Tier</p>	
<p>Silver</p> <p>Less than a 50% chance of referring</p>	
<p>Bronze</p> <p>Catch bucket for all the rest</p>	

YOUR REFERRAL STRATEGY CONT.

Referrals requires strategy, a quality relationship, and numbers can influence success.

Ask and you shall receive.

NETWORKING INTRO

Typical question in a social setting: “What do you do?”

What is your answer to that?

NETWORKING RULE #1

DON'T PUT THE FULL COURT PRESS AT A SOCIAL OR NETWORKING EVENT

NETWORKING RULE #2

KNOW WHAT TO SAY BEFORE YOU ARRIVE AT YOUR EVENT OR GATHERING

HOW'S THE MARKET?

How's the Market?

Scripts:

“There has been a dramatic shift in the market...there are still a lot of good opportunities even today.”

“Where there are not as incredible deals as we saw a few years ago, there are still some very solid values in today's market.”

“The market has really shifted and continues to improve significantly. The trends point to some real opportunity for.....”

Targeting Questions about real estate:

- Are you looking to buy or sell?
- Do you invest in real estate?
- Do you have real estate holdings?
- Are you considering a move?

WHAT DO YOU THINK THE INTEREST RATES WILL DO?

What do you think the interest rates will do?

Scripts:

“Because we are closer to historic low levels than the typical interest rates the trend for interest rates will be upward.”

“Most expert economists are projecting interest rates to increase about _____ over the next _____ months.”

“Most expert economists are projecting interest rates to decrease about _____ over the next _____ months.”

“According to the economic experts at (National Association of Realtors, Zillow, Trulia, Wall Street Journal), they are forecasting interest rates to (increase, decrease) to _____ within (6 months, by year end).”

“We have seen rates more _____ in the last few months. This has already added to the monthly housing cost for all buyers.”

Talk about the increase in the interest rate in terms of basis points rather than percentage points. Two reasons:

1. You sound more like an expert.
2. The perception is larger which builds urgency.

DO YOU THINK NOW IS A GOOD TIME TO BUY OR SELL?
DO YOU THINK NOW IS A GOOD TIME TO MOVE UP?

Do you think now is a good time to buy or sell?

Do you think now is a good time to move up?

Scripts:

“Are you more interested in buying or selling?”

“Are you leaning to one or the other?”

“Are you considering upgrading / downsizing?”

“I am convinced that most people should at least research their options because of the market improvement we have seen in the last ____.”

“Based on the market adjustment we have seen in the last ____, it certainly makes sense to review the options and opportunities people have today.”

“We have shifted to a ____ marketplace in the last ____ . That shift has removed much of the uncertainty of the marketplace. There are some low risk opportunities in today’s market for ____.”

“Buyers in today’s marketplace might not get the rock bottom deals of ____ . They are getting opportunities to buy properties well below the high water mark of ____.”

“Sellers are doing much better in sales price than just a few years ago in today’s marketplace.”

Creating the E.F. Hutton effect:

NETWORKING RULE #3

DON'T TRY TOO HARD IT WILL USUALLY BACKFIRE

The “Here is what I do” statement has a couple of key components:

1. It's short in length.
2. Intrigues, creates interest or engages the listener.
3. A good one has structure.
4. It can have a close.

HERE'S WHAT I DO STATEMENTS

Here's what I do statements:

“I aide people in finding and acquiring rare opportunities in real estate properties; whether that is a family home that creates wonderful family memories or investment property that creates wealth for my clients.”

“I educate and guide people through the challenges of the real estate market. My specialty is evaluating clients' needs, analyzing the marketplace and the opportunities of the real estate marketplace in _____. Then crafting and executing a plan that helps them use the properly selected piece of property as a building block for their family memories and financial present and future.”

NETWORKING RULE #4

“THE REVERSE SALE”

REVERSE SALE STATEMENTS

Reverse Sale statements:

“I have no idea if any of this is even slightly relevant to you.”

“I am sure you didn’t come to this event to talk about real estate.”

“While the shift in the real estate market has been significant, I am confident that you didn’t come to this event for a real estate discussion.”

ACTION PLANS – WEEK 2

1. Segment your database into three or four segments.
2. Craft a unique “Here’s what I do” statement.
3. Craft a unique “How’s the market?” statement.
4. Practice both 10 times each this week.