

The Referral Dialogue

Use this dialogue to educate your clients as to how you work and to encourage them to refer you to similar people who want to buy or sell a home.

Educate Your Clients as to How Your Industry Works

“Most people spend the majority of their time and resources prospecting for new business — things like cold calling, door knocking, advertising, direct mail, etc.”

Articulate How You Work

“I don’t do any of that.

“I devote myself to serving the needs of my clients before, during, and after each transaction. All I ask is that while I’m working for you, I would like you to refer me to people of comparable quality to yourself, who are thinking of the type of service I provide, and who would appreciate this same level of attention...”

Outline the Benefits to Your Clients

“You see, as long as you and my other clients keep referring me, I don’t have to go out prospecting like everyone else, and I can do an even better job working for you. Does that make sense?”

