

Big 3 Dialogue

FOR PAST CLIENTS YOU HAVE DONE A TRANSACTION WITH

Referrals don't always surface immediately after the sale is closed. A great way to remind past clients to send you referrals is to simply pick up the phone and call them. The dialog below will help you navigate that call and ensure that you stay top-of-mind.

1 CAN I BE OF ANY HELP?

"Hi Molly, this is _____ calling. How are you?"

"How is your family [...business, chit chat, etc.]?"

"Molly, the reason I'm calling is that I just wanted you to know that if I can ever be of help to you, please don't hesitate to call."

2 THE VALUE YOU REPRESENT TO ME

"I want to make sure you know how much I value you as a client. It was a pleasure for me to serve you, and I look forward to serving you again in the future."

"My business is built by working with people like yourself and taking care of you, your family, friends and associates..."

"Also keep in mind if you ever need a referral to a good trade or service professional, I come across some really good people from time to time..."

2 OH, BY THE WAY...

"*Oh, by the way...* Molly, if you know of someone who is looking for the personal attention that I provide and is thinking about buying or selling a home, I'd love to help them. So when you come across these people, just give me a call with their name and business number and I'll be happy to follow up and take care of them for you."

"Does that sound good to you?"



Modified Big 3 Dialogue

FOR CLIENTS YOU HAVE **NOT** DONE A TRANSACTION WITH

It's likely there are contacts in your database you have not done a transaction with yet, but who would make great clients once the time is right. If you've mailed marketing flyers to these potential clients, it is perfectly acceptable to call and check-in to see if you can be of any help. Here are a few ways to start that conversation:

1 CAN I BE OF ANY HELP?

"Hi Jody, this is _____ calling. How are you doing?"

"How's the family [...business, chit chat, etc.]"

"Jody, the reason I'm calling is because I want to know if you received the information I sent you this month on _____. I hope it was helpful to you."

"Also, keep in mind if you need a referral to a good trade or service professional, I come across some really good people from time to time..."

2 THE VALUE YOU REPRESENT TO ME

"Jody, I just want to make sure you know how much I value our relationship, and I want to build my business by working with great people like you."

2 OH, BY THE WAY...

"Oh, by the way...Jody, if you know of someone who is looking to buy or sell a home, I'd love to help them. So when you come across these people, just give me a call with their name and business number and I'll be happy to follow up and take care of them for you."

"Does that sound good to you? ...Okay great, Jody, I'll be in touch. Take care."

