

Dialogue #1: The DATABASE PRIMER dialogue (call #1 to every Advocate - pg 13)

“Mr Jones, the reason for my call is that I've recently made a decision to build my business exclusively by referral and part of that means focusing on delivering an exceptional level of service to my current clients and **also** keeping in touch **better** with my past clients. And so what I am trying to do initially is **get clear** on who it is who would actually be happy to refer me. So, can I ask you, if you were buying or selling your home or you had a friend or family member who was, am I the agent you'd refer them to (would you be happy to refer me?)”

Dialogue #2: The GRATEFUL EIGHT - Questions for networking (pg 16)

1. “How did you first get into the _____ industry?”
2. “What do you enjoy most about your profession?”
3. “What separates you and your company from the competition?”
4. “What advice would you give someone just starting out in the _____ industry?”
5. “I'll bet you've seen the industry change over the years. What'll be the next **big** change?”
6. “What have been the most effective strategies for marketing your business?”
7. “What was the biggest decision you ever took in your business that had the greatest impact?”
8. “How do you want your clients to describe their experience of dealing with you?”

Dialogue #3: The ASP PRIMER - Step #1 of the Allied Service Provider Strategy (ASP) (pg 16)

A phone call: “Hi Ryan, this is _____ calling... I just did a course online learning a phenomenal system on how to generate referrals and I thought about how your client acquisition strategy could be enhanced by it too. I'd love to share it with you, and I've got a couple of ideas that might benefit both of us. Can you make time for a coffee in the next week or so?”

Dialogue #4: The REFERRAL TEAM pitch - Step #2 of the ASP Strategy (pg 17)

Over coffee: “Ryan, I'm serious about getting better at referring high quality leads to you, and over time I'd like to think that you'd do the same, but it's not just the two of us I have in mind. There are a couple of hand-picked people like you whom I believe in and trust that I'd like to introduce you to, because I think you could benefit from being referred to their clients, and I'd like to suggest we all meet once for lunch to discuss the potential of forming a “Referral Team” type relationship that meets on a more regular basis. Would you be open to that?”

Dialogue #5: Your BENEFIT STATEMENT (In answer to, “What do you do for a living?” - pg 19)

E.G. “I help people to sell their home for the most amount of money, in the least amount of time, with the least amount of hassle.”

Your Benefit Statement: “ _____ ”

“

Dialogue #6: Your IDEAL CLIENT description (pg 20)

E.G. “Anyone in the southern suburbs who is serious about selling their home.”

Your Ideal Client: “ _____ ”

“

Dialogue #7: The LEAD WARMER dialogue (immediately upon receiving a referral - pg 28)

“Mr Jones, thanks so much for the referral to Mrs Edwards, I really do appreciate it. Could I ask you a favor? It really does make my job a lot easier if she is expecting my call, so would you mind letting her know that I'll be calling? Thanks, Mr Jones. Again, I really do appreciate your referrals.”

Dialogue #8: The DOUBLE-IMPACT dialogue (immediately upon receiving a referral - pg 31)

“Dave, the reason for my call is I need to ask you to do me a favour. You know Mrs Edwards don't you? Great, because she's thinking of selling her home and I would love to help her to do that successfully. I have already been referred to her by Mr Jones (so she is expecting my call) BUT... I've found in the past that if a potential client that I have been referred to has heard about me from a second person, the process of developing their trust is so much easier. Would you mind just letting her know that I'd mentioned to you that I was going to be contacting her and that from your perspective I'm an agent she can trust?”

Dialogue #9: The APPOINTMENT BOOKER (as soon as you've done dialogues #7 & 8 - pg 29)

“Mrs Edwards, my name is _____. I am with (company name). Your (friend/etc) Mr Jones asked me to give you a call because you may be thinking of selling your home. Is that correct?... Great. Mrs Edwards, the purpose for my call is to learn more about what it is you want to do **and then to schedule a time for me to come and see you**. Do you mind if I ask you a couple of quick questions? ... Thanks so much...”

1. Would you mind telling me a bit about yourself (family, age, job, pets, etc)?
2. Why exactly are you thinking of (buying, selling)?
3. Where would you like to move / where are you moving from (a home you need to sell)?
4. Ideally, by when would you like this to happen?
5. What do you think your home is worth, ball park? ... Great, I'll do all the research necessary before we meet so that I can give you a market related valuation when I see you.
6. Would you mind if I asked, who are the other decision makers?
7. Would you mind telling me what steps you've already taken?

OK Great, that'll do for now. When I see you we can discuss exactly what you want, and how I can best help you to get it. Would (*Tue evening*) work for you or would (*Saturday morning*) be better?

Dialogue #10: The VALUE DISCUSSION (*throughout your relationship with all current clients - pg 36*)

The Meeting: "Mrs Edwards, we've covered quite a bit of ground together this morning. What to you have been the most valuable things we've talked about?"

The Process: "Mrs Edwards, we've been working on this together for a while now, and I just want to stop and take stock for a second. What is the thing that you have most valued so far about the process we've been going through to get your home sold?"

The Relationship: "Mrs Edwards, you've been a client for a long time and as you know I like to keep in touch with my past clients because I appreciate our relationship, but I've been wanting to ask you what it is that you value most about our relationship?"

Dialogue #11: The CLIENT DUPLICATOR dialogue (*early on with every new client - pg 39*)

Introduction: "Mrs Edwards, now that we're going to be working together it's important to me that you understand how I run my business. Can I take a minute to explain that to you?"

How your industry works: "Most real estate agents spend the majority of their marketing time and budget prospecting for new business - things like cold calling, door knocking, advertising, geographic farming, online ads, direct mail, etc."

How you work: "I try to minimise all of that, because I prefer to build my business as much as possible by referral and rather devote my resources to serving my clients."

What you ask of them: "All I ask (of all of my clients) is that while I'm working for you, I would love you to refer me to people similar to yourself who are serious about selling their home, and would appreciate the same level of service that I provide."

How this benefits them: "What that does is, as long as you and my other clients keep referring me, I don't have to go prospecting like every one else, which allows me the time & resources I need to give you the kind of service that I believe you deserve. Does that make sense?"

Dialogue #12: The HARVESTER SET-UP dialogue (*call #2 to every Advocate - pg 41*)

"Mr Jones, you know how I said to you that I'm committed to building my business exclusively by referral?... Well, one of the things that the experts tell us about being able to do that (in any business) is that you've got to continually **remind** people to do so, even if they **are** happy to refer you (which you've gratefully said that you are). Every referral expert says that if you don't consistently ask for referrals you won't get them, even if your clients are happy to give them to you. So, at the risk of sounding repetitive, I'm going to listen to the experts and from time to time when we speak I'd like your permission to be able to ask you the following simple question: **"Do you know... [YOUR IDEAL CLIENT - see dialogue #6 above]?"** Is that okay with you - can I get your permission to do that from time to time?..... [**"YES"**]

Excellent, Mr Jones, thank you! Most of the time you probably won't know someone who is, but from time-to-time you might, and when that does happen all I ask is that you would call me with their details so that I can make an appointment with them, **and I make you this promise:** I will treat anyone you refer to me with the greatest respect and I will give them an exceptional level of service."

Dialogue #13: The HARVESTER dialogue (*from call #3 onwards to every Advocate - pg 42*)

"Nice chatting to you again, Mr Jones, and just before I go I must remember to ask you for a referral, so here goes: **"Do you know... [YOUR IDEAL CLIENT - see dialogue #6 above]?"**...

"Thanks, Mr Jones, and if there is ever anything I can do for you, just let me know."

Dialogue #14: The "HOW'S BUSINESS?" dialogue (*WHENEVER someone asks - pg 42*)

"Business is great, thanks! But I'm never too busy for your referrals, because that's how I run my business."