

## **Conquering Call Reluctance, Getting Referrals, and the Great RETRACE!**

If you are reluctant to call past clients or network for referrals, there are 3 reasons most likely. It's because 1) your being selfish, AND 2) it's because you're thinking about yourself and not how you can help your client, 3) You have not made this a top priority as one of your "must do's EVERYDAY!

When you focus on **THEIR NEEDS** and helping them, it's much easier to pick up the phone and call. For those of us who have mastered connecting with clients, you can, very easily, develop a **HEART** to help.

They likely need contractor referrals, insurance agent referrals, vendor referrals, lender referrals, new restaurant ideas, etc. And being the Realtor who is connected, you have the connections to **HELP!**

### **Change your Thinking-Unlock your potential!**

FACT: if you have 50 people in your data base, each person likely knows a minimum of 150 people. **You do too but most agents do not write down everyone they actually know, or RETRACE THEIR CONNECTIONS**. For starters, let just say you know 50 people. Your community likely would be  $50 \times 150 = 7500$  people you are connected to through other people. About 1 in every 5 people will move in the PDX metro area this year, so 20%?  $7500/5 = 1500$  people. Most will sell then buy. Most will do both. That's almost 1500 transactions from 50 people being connected from your community that is going on around you!

So let's talk about one powerful way to ask to be connected to one of their friends. Notice I did not say "**ask for a referral**"? 2 critical things! 1) the person who talks the most "DOMINATES" the conversation. 2) The person who asks the questions "CONTROLS" the conversation. People will love the fact the fact you are helping meet their needs when you connect with them. That is the nature of liking

people. This is the key to unlimited connections, building your contacts, and unlimited people coming to YOU. Asking questions! We know this is true, but how many practice this routinely?

**Let's review:** The key to maximizing your communication:

- 1) **ASKING QUESTIONS** is to “increase trust”. The more people trust you, the more they will connect you with other people, and the more they will buy or sell from you. The FASTER they trust you, the FASTER they will sell or buy with you.
- 2) **SCHEDULING TIME EACH DAY-CONNECTING WITH PEOPLE**
- 3) Building **TRUST** that you are going to stay in contact with them. Staying in contact. It's the most missed, largest profit missing opportunity Agents missed. HAVE YOU LOST BUSINESS RECENTLY BY NOT MAKING A “personal” contact with someone?

Key to being connected and receiving the most connections is **ACTIVATING** past, current or connected referrals with their **R.A.S...**

**RETICULAR ACTIVATING SYSTEM** or **RAS**, allows you to pick your child's voice out of a crowd, or perhaps you recognize that feeling when you have bought that new or cool used car...you are driving down the street and what kind of a car do you notice all the time...the **SAME CAR!** OK, let's change this to Real Estate for a second.

***“Mr. and Mrs. Client, now that you are buying or selling a house with me, you might discover or seem like you have a supersonic or X ray vision for Real Estate. You are going to notice that dozens of people around you are buying and selling real estate. I would ask that when you see, hear or meet a person that mentions Real Estate, that you give them my card and give me a call. My promise is I will respond quickly to determine how I can best help them. Would you do that?”***

Just kidding! Here is how to actually ask this...

***“Hi Cindy, I am looking to grow my business and I really want to work with great people like you. So with that in mind, out of all the people you know, WHO is the next person you might know that is buying, selling or investing in real estate? If you forget this script even if you have memorized it, here is another shorter one to memorize...***

After asking a few questions getting the conversation going...most of the time they will get the conversation to Real Estate before you do. It will drive them nuts if you do not bring it up....

***“Cindy, I know your time is valuable, is there anything I can do to help or you or your today? I have a valuable list of people I work with every day who I love connecting my friends and family to that might need some help, even if the task is small?”***

**SILENCE at this point is golden! YOU HAVE ACTIVTED THEIR R.A.S.!**

- 1) The BEST time to ask to be connected with other people by your friends, family or investors is **WHEN they are closing, or listing, or have given you an AFFIRMATION on the job you are doing for them during a transaction. Remember to activate their RAS**, and you will be at the top of their MIND when they see the house they just bought or sold and the connections will pour in.
- 2) 2<sup>nd</sup> BEST time to ask is when you have written them a power card or note, and followed it up with a phone call to ask them the question, ***“Cindy, I am looking to grow my business and really want to work with great people like you....***