



# Working by Referral Tips:

## Maximizing Your Client Appreciation Program

Direct from the “knowledge pool” that is our Coaching Team come these tried-and-true techniques you can implement today to maximize the effectiveness of your Client Appreciation Program (CAP).

### WRITING PERSONAL NOTES:

Writing personal notes is the most powerful and least expensive way to deepen a personal or professional relationship. People don't usually save emails or voicemails, however they often save personal handwritten notes for years.

### CONSISTENTLY WRITING PERSONAL NOTES WILL:

- ⊕ Make someone's day
- ⊕ Leave a positive, lasting impact with the people you send them to
- ⊕ Help you build a database of relationships
- ⊕ Deepen the relationships you have with your current clients
- ⊕ Improve professional relationships, family relationships, and friendships
- ⊕ Put you in a positive frame of mind

### PEOPLE YOU CAN WRITE PERSONAL NOTES TO:

- ⊕ Anyone in your database
- ⊕ Other business owners you respect
- ⊕ Broker, mentor, other agent
- ⊕ Assistant or transaction coordinator
- ⊕ Lender and loan processor
- ⊕ Family member
- ⊕ Doctor, dentist, attorney, CPA
- ⊕ Manicurist, hairdresser

- ⊕ Landscaper, dog groomer, dry cleaner
- ⊕ Someone you'd like to meet
- ⊕ Anyone you appreciate!

### WHEN TO WRITE PERSONAL NOTES:

- ⊕ You mailed your CAP item and followed up with a call, now follow the call with a personal note
- ⊕ Every time you see or speak with someone in your database
- ⊕ When you receive a referral
- ⊕ When somebody does something you appreciate
- ⊕ When you are thinking of someone
- ⊕ When you receive excellent service
- ⊕ When you are working with a client
- ⊕ After a transaction is complete
- ⊕ To re-establish contact with someone
- ⊕ Any time you wish to make someone's day!

### WHAT TO WRITE IN A PERSONAL NOTE? HERE ARE SOME IDEAS TO GET YOU STARTED:

- ⊕ I found myself thinking of you today, so I thought I would write a quick note...
- ⊕ How is your new home working out?
- ⊕ Thanks for taking the time today...
- ⊕ I just wanted to let you know how delighted I was to receive Mr. and Mrs. Smith as a referral from you...

- ⊕ Thank you for the great service today!
- ⊕ I was going through my files and realized it's been way too long since...
- ⊕ I tried calling you today, but missed you...
- ⊕ I was very impressed today when you...
- ⊕ A brief note to let you know it was a real pleasure to meet you today...
- ⊕ Thank you for your card today. Here's mine! I look forward to...
- ⊕ There are many people in the service business, but few do it as well as you...

### TIPS FROM COACHES FOR WRITING NOTES:

- ⊕ Set a goal for how many notes you want to write each day.
- ⊕ Write your notes before you check your email.
- ⊕ Carry notes, envelopes and stamps with you and “fit them in” between appointments.
- ⊕ Notes don't have to win the Pulitzer Prize. Two or three sentences will suffice!
- ⊕ If you feel apprehensive, do it anyway! *Everybody* appreciates a handwritten note.