

The Referral Dialogue

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 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?"