

DON'T LEAVE BUSINESS on the Table

One of the best ways to find new business is by focusing on adding to your database. An easy way to do this is by duplicating your current clients. If you duplicated every current client, your pipeline would be full!

Your current clients are the best advocates for your business. Think about it: They're excited about closing on their home purchase or sale and are talking about it with family, friends, neighbors, co-workers and acquaintances. Additionally, everyone is asking your clients about their experience — how it's going, when do they get to move in, etc. Since you're also in frequent contact with your clients on the phone or via text or email you have many opportunities to ask for referrals. Not sure how to ask for a referral while actively working with someone? Enter, **the Referral Dialogue**. The beauty of **the Referral Dialogue** is it explains how you're different from your competition, the concept of **Working by Referral** and why their referrals help drive your business.

There are three parts to the Referral Dialogue:

✓ 1. Educate Your Clients as to How the Traditional 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, working with internet leads, etc.

✓ 2. Articulate How You Work

"I don't do any of that. 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 may need the type of service I provide, and who would appreciate this same level of attention..."

✓ 3. 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?"

TIP:
Don't assume your clients know to refer you; like everyone at one point or another, they need a reminder.

➔ Want to learn more ways to build your database using the **Working by Referral** system? Sign up for a free business consultation: buffiniandcompany.com/bc