

The Mayor Campaign Dialogue

DIALOGUE

"Oh, by the way®... if you were buying or selling a home, or had a friend or family member who was, do you have a real estate agent you would refer them to?"

For people you know well:

"Oh, by the way®... if you were buying or selling a home, or had a friend or family member who was, am I the real estate agent you would refer to?"

USING THE MAYOR CAMPAIGN

If their response is "yes, I have someone I refer," then your reply is:

"That's great. It's important that you have a qualified professional to work with."

*The point is, you now know not to invest your time.

If their response is "no, they don't have anyone," then your reply is:

"Well, I'd like to be that person..."

"...every month I send out valuable real estate or customer information that my clients find helpful. Would you like to receive that?"

"Sure."

"Okay great, where's the best place to send it?"

"Probably my home address."

"Okay, and your address is?"

"1234 Main Street."

"Okay, great. Now if something came up, and I needed to get a hold of you, what's the best number to reach you?"

"555-1212."

"Great. I am looking forward to staying in touch with you, and if you know of anyone who is thinking about buying or selling a home, just give me a call with their name and number and I'll be happy to follow-up and provide them excellent service."

For those who say, "Yes, I will refer you"

- a. Add them to your Client Appreciation Program™ and mail them this month's Item of Value, if you haven't already.
- b. Follow up with a personal note. Keep it simple: "Great talking with you! Thank you for your confidence in me."

**For those who say, "No," it's time to delete them from your database.
Now you know who to spend your time with.**