

Unstoppable Referrals Part 2/3

The MINDSET of Taking the Time to build a REFERRAL KIT

While it's true that the good old secret to getting referrals from your friends, family, past clients, networking group, and so on... **is primarily to do a great job.** You must also be PERSISTENT, giving lots of information, care, and follow-up. People also want to see a SINCERITY of message and BELIEF in your business. Another good old secret: *Ask more often. Develop deeper relationships with consistent contact.* **Yes... all good things. Yet... is there MORE?**

We covered why people don't give you referrals already

- 1. It's uncomfortable.** They know you are a great salesperson... and if they refer to you, you're going to SELL their referral. Unless someone ASKS for a Realtor, people are often not willing to risk their social boundaries by talking to others about you.
- 2. It's not easy.** The fact is, we haven't made ourselves EASY to refer to. This book's system teaches you how to make it easy.
- 3. They don't know WHO to refer to you out of all the hundreds of people they know.** We say "anyone" who wants to buy or sell. That's simply too broad to wrap your head around... so they freeze and do nothing.
- 4. They think we only want a ready, willing, able client...** We don't invite introductions to people who aren't ready to act immediately.
- 5. They just don't think about it.**

Next we looked at WHY we want referrals?

Studies show that people are 4 times more likely to "buy" if they are referred. FOUR TIMES. Referrals are simply EASIER to close.

Part 1 - Are you referable?

Are you DIFFERENT? VALUABLE? LIKABLE? TRUSTWORTHY? Do you have a PRODUCT you believe in and a PROCESS to make deliver it?

And finally, do you have a PERSONALITY? **This is where the Part 2 comes in. Developing YOURSELF into a “Personality”.**

We also looked at WHY people ASK others for a referrals?

There are three reasons people LOOK for referrals for service providers:

1. They are trying to reduce risk or their perceived risk (they don't want to make a mistake).
2. They want to abdicate some of their “due diligence” burden, trusting someone that they trust has done it for them. (saves time and effort)
3. They need help making a choice when faced with - and this is truer than ever- an overwhelming number of options (saves confusion)

When people get referred to you, they believe someone else has taken the time and knows your character.

So, what Unstoppable Referrals does in Part 2, is to show you exactly how to HELP people refer others to you EASILY by creating a Referral Kit.

What I'm going to ask of you for today's call is to BE OPEN. If any Monkey Mind comes up for the rest of this call I want you to say in your mind, *“Well... look at that thought... isn't that interesting? I'm going to put that thought aside... right over there... and I can come pick it up again later, but for NOW, I'm going to keep listening... and show up on Thursday's skills call for Part 3... and BE OPEN.”*

Let's face it guys. Being a Realtor isn't sexy. It's not like being a author, or an actress or actor, or singer, politician, or a sports star. Let's have some fun and talk about some of those Personalities that you like or respect, or are interested in? **Name some. Let's stick with living people for this exercise and first names only... Ronald, Clarisse, George, Christina, Tony, Hugh, Steven, JK, Donald, Hillary, Bernie, Ted, Oprah, Deepak, Seth, Eckhart, Michael, Stephan. Do all of us know every name someone else listed? No...**

What if someone told you that they KNEW one of those PERSONALITIES... and that that personality had given them some great “thing” and that they could get one for you too. Free. Would you want it? Maybe, maybe not. Depends on if the “thing” was something you wanted or were interested in, right?

Here’s where a Referral Kit comes in. In *Unstoppable Referrals*, Gordon talks about his friend John Curry. John is in a “boring business”. He’s a “*retirement income specialist*” selling financial products to get people through retirement. *Hey, would you like to meet my friend the “wealth manager”?* John business, like ours, is highly regulated.... meaning he can’t go sell a different product or get a different return than his competitors. Yet John’s clients hire him, largely, because of WHO he is. John did what Gordon talks about in this book. He created a “Referral Kit” that makes him stand out from the competition... and have people thrilled to give away his kit for him to people that he might be able to SELL TO.

John built a combination of “**authority and celebrity**” by writing a book. His “referral kit”. His book is titled “Preparing for Secure Retirement”, so it’s CLEAR to his promoters WHO to give the book to. Right? And people are impressed by him, above his competition, because he’s a PUBLISHED AUTHOR. John uses his book as a prop at book signings... he goes to other events with authors... buys their book and gets in line for the signing and photo op. See, John GIVES them one of HIS books and as the picture is snapped, the author is holding his book while he’s holding theirs. Pretty brilliant, right?

OK.... where’s your Monkey? “Thank you for sharing, go have a banana, I’m staying OPEN”. No, you don’t have to write a book to have a referralkit, yet it’s ONE of the ways you can create one. Let’s look at the rest.

How to build your referral kit... and what the heck IS It?

Gordon writes, “A referral kit is a widget, a thing, a prop that a client or referral partner or promoter can use to introduce you to a potential client.” And while it doesn’t have to be a book, that is ONE of the things it can be. The kit USUALLY consists of information that will affect the potential client in 4 ways:

1. Helps them frame the “problem” they have and understand the consequences of inaction.
2. Helps them make sense of possible solutions.
3. Suggests a 1st Step in resolving their “problem” (contacting you)
4. ELEVATES, by design, your AUTHORITY in the mind of the potential client. (Giving you a 2nd step up the trust triangle... the 1st step was that someone they know thinks highly of you)

Why is this “widget” a benefit?

1. Your client, referral partner, promoter doesn’t need to introduce you. They simply have to offer a VALUABLE “widget” to someone that could be helped by it. REMOVING the social boundary issue we talked about Thursday.
2. There is no “sales pressure” perceived by the giver or the receiver of the “widget”.
3. It’s a GIFT. And exchanging a gift is more fun for everyone. And it’s EASY to offer. And it’s VALUABLE in it’s content. It actually helps people understand their Problem and a possible Solution.
4. It puts you “above the fray”... or you might say ELEVATED above the competition. How many of the competition have this “widget”? How many are an authority to that degree? How many are a “personality”?
5. It’s a benefit to YOU because YOU need to send/give it to them. Yes, YOU are the deliverer of the gift. You wouldn’t want your clients to have to keep a stack of your “widgets” in their home or office, right? No... YOU’LL keep the “stock” and give the gift when asked (more on the How-To of this in Part 3 on Thursday).

Your Referral Kit should have 5 parts - Gordon refers to these as “building blocks” that support one another. Omit one and the structure is much weaker.

1 - Problems - Results - Questions

This part of your kit uses the old advertising formula - **Present the Problem - Agitate the Problem - Solve the Problem**. If you think of very effective sales advertising, they all use this formula. So our Referral kit begins by explaining the problem our clients face. They know they have the problem, even if they don't want to admit it. Notice this does NOT start with talking about yourself, but talking about the problem.

4 steps in creating this part of your kit:

1. Ask: "What problems to my prospects have... that they actually want to have solved? Note... it has to be a problem they want to have solved."
2. Ask: "What results do I create for clients.... that they can't create for themselves."
3. List the questions that prospects and clients often ask. Questions floating in their heads, unanswered. Some people will never ask the question, but when YOU BRING IT UP and address it proactively, you immediately create TRUST. You "get them".
4. List the questions that prospects and clients SHOULD be asking you before they "buy" your solution. This takes them BEYOND what's in their minds and shows them you have a DEEPER KNOWLEDGE than they possess... and they could benefit by listening to YOU.

2 - Step One in the Solution for your Clients - Relief

Now that you've presented the problem (notice you may have many "kits" that answer a series of problems)... and you've talked about the CONSEQUENCES of the problem if they don't handle it, it's time to give them some RELIEF. You don't need to (and don't want to) give the WHOLE solution, but let them peek at it. This is the part where they start to understand that YOU understand the full scope of their problem and the consequences of it. You simply want to paint a picture here where the future is great... they are past the problem and they can see how it will be when they've used your

service and they are past the problem. Gordon said “paint a vivid picture” and be transparent with some of the solution.

3 - Going Deeper in Solution with another offer

You’ve presented the problem and a bit of the solution and a clear picture of how it will be in the end. NOW we want to create that Gordon calls a “Low Barrier” next-step for prospects. He actually says for real estate agents you might want to offer something like a “*How to Sell Your Home Fast 45-Minute Audit*”. In general, this is an offer for a live meeting in person. He specifically says don’t call it a “listing appointment” and don’t call it a “free consultation”. Remember you are a “Scary Salesperson” to a potential client... and you should, according to Gordon, take away any perceived “risk”. In-Person.

4 - Prove It

Your skeptical prospect is looking for clues that you are real and this is the time in the kit to give them what they are looking for. Yes, you guessed it. Time for the testimonials to come in! Gordon says testimonials are the BEST TRUST BUILDING TOOL we have available, yet we don’t, as a rule, ask for them or use them when we do have them. (guilty here). He says “***Your prospects are looking for people just like them, who faced the problem they are facing, and solved it by doing business with you.***”

IN PART 3 of 3 of UNSTOPPABLE REFERRALS on Thursday I’m going to go into Gordon’s 4 step method to get Testimonials EASILY, QUICKLY, and EFFECTIVELY. Don’t miss it.

5- Don’t Over-Worry about “Giving too much Away”.

I thought at first this part was in direct conflict with Part 2 of the 5 parts, but it’s not... in fact, this is BRILLIANT. Gordon says “*The biggest objections he gets from Salespeople about doing a Referral Kit is that they are giving away too much*

information. And that giving it away will kill the sale... that they won't need you anymore."

And here's the kicker about that... in my own words. SO WHAT? Are you looking for Ideal Clients that take your information and do it themselves? No. Of course not. The IDEAL CLIENT you want is one that WANTS TO HIRE AN EXPERT TOO DO IT FOR THEM! Someone willing to pay a PREMIUM PRICE for EXCELLENT SERVICE, CONVENIENCE, and PEACE OF MIND... and having an EXPERT do it for them. *You want the clients that KNOW how to wash their own cars and mow their own yards and clean their own houses and do their own taxes... but they PAY someone else to do it for them.* When you GIVE THEM SOMETHING VALUABLE in your Referral Kit, you are demonstrating that you are OPEN, GIVING, and COMING FROM A SPIRIT OF CONTRIBUTION... ***and that you have both the ABILITY and the KNOWLEDGE to do the job FOR THEM.***

This kit uses the power of demonstration of your ability. To understand them, to know the solutions, to prove you've done it before and can do it again. And that YOU are the person they should take the next step with.

Lastly, this section goes into the HOW. The format for your Referral Kit.

I mentioned earlier that Gordon's friend John wrote a book. Yes, a Book can be a GREAT Referral Kit. But there are other ways too. I think you're going to love this.

Effectiveness of your Referral Kit is largely dependent on 3 things:

1. How EASY is it for people to SHARE it?
2. Does the media/format you use ENHANCE your prospect's perception of you as an **Authority**.
3. Is the Quality of the Information high enough for your target audience. For example, the quality must be higher for multimillion dollar homes than for the average in your marketplace.

The book goes into more detail but in closing today, your options fall into 2 basic categories: **ONLINE or OFFLINE**

Offline: Books, White Papers printed, Special Reports Printed, Magazines with an Article you wrote in it, DVD's, etc.

Online: E-books, White Papers in a word doc, Online magazine articles, Audios, Podcasts, etc.

Here's the clue about what you might want to do: Offline you PAY. Online is FREE. And perception of your audience is clear on that. ***They understand when someone PAID to produce the thing they have in front of them.***

Thursday we are going to go over Part 3 of 3:

4 Steps to getting Testimonials

Defining WHO you want to be referred to: Your IDEAL client

Stop: Referral Partners and Start: Create Promoters (this is pretty interesting)

How to turn your Promoters into STARS... which leads to How to get Massively REFERRED!

Capturing the Referrals you get

Getting Clients to Refer without the Awkward "Ask"

Growing Referrals into CLIENTS!