

referral**mastery**[™]

DIALOGUE HANDBOOK[™]

The Perfect Tool To Master Your Referral Dialogues



Joe Stumpf & Dan Paris

Referral Mastery

Dialogue Handbook

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By Joe Stumpf and Dan Paris

**Referral Mastery; Dialogue Handbook ; The Perfect
Tool To Master Your Referral Dialogues**

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Published by By Referral Only, Inc. 2035 Corte Del
Nogal, Suite 200 Carlsbad, CA 92011
www.byreferralonly.com

1. Comfort Dialogue

*“Hey, are you guys **comfortable** introducing me to the people that you care about?”*

You are not asking for a referral. You are asking if they are comfortable introducing you to the people they care about. You will notice the word referral is replaced with the new word introduction. It is much easier to imagine introducing someone you care about to someone you trust because the mind does not have a picture for the word referral.

Insight Provoking Activity:

On a scale of 1- 5 (1 Low, 5 High) How much better do you feel checking in on their level of comfort before asking for referrals?

Circle Your New Comfort Number 1 2 3 4 5

Do you see yourself asking for more referrals or introductions? _____

2. Imagine How Good You'll Feel Dialogue

“Imagine how good you'll feel when you introduce the people you care about to a person you really trust. Imagine how good you'll feel when your friends thank you for introducing them to a person like me who can help them. Imagine how good you'll feel when you know that your family and friends are getting () they can count on to make their dreams come true.”

The word “*imagine*” opens a doorway to the future. It is always easier to ask somebody to imagine doing something in the future than to ask right now.

Imagine how good you'll feel when clients introduce you because you've made it easy for them to think about the people that need your help.

3. I'm Wondering Would It Be OK Dialogue

"I'm wondering would it be okay for us to talk about the best ways to introduce your friend to me?" "Yes, that'd be fine."

Again we are not asking for a referral, we are asking if we can talk about the best ways to introduce a friend. You may have already noticed that saying the words "I'm Wondering" softens any question you want to ask.

Test it today by asking two different people a very direct question. Ask the first question, very directly, with no softener. Then use the words, "I'm wondering" to soften your next question. Notice the difference.

Make it be a question you wouldn't usually ask, but ask it anyway.

I'm wondering, will you do that today?

Document Your Results:

4. If You Were Me Dialogue

“Well, if you were me and you wanted to get into a conversation with your friend, what do you think would be the best way to do that?”

A question with the word "if" invites the imagination to play with a far off possibility.

Because the word "If" can bring time forward - it's a bit like having a time machine that lets the listener try a new perspective.

As people experience the world with a new perspective, embedded commands like **"get into a conversation with your friend"** and **"do that,"** are processed unconsciously.

5. In The Event Dialogue

“In the event that you do come across someone, I’m wondering if it would be okay for us to talk about the best way to introduce him or her to me?”

In the event that you find yourself using this referral language today... I’m Wondering, how many embedded commands you’ll notice in these 31 words?

Skill Building Action: As you read each dialogue, start highlighting your favorite embedded commands.

Here are some secret commands embed in this short dialogue:

Come across someone (process command)

It would be okay for us to talk (permission command)

Introduce him or her to me (action command)

Were you aware this secret paragraph was embedded inside this brief question?

6. If You Feel Comfortable With The Way I Work Dialogue

“I’m curious if you feel comfortable with the way I work with you, would that mean you would be comfortable introducing me to your family, your friends and your neighbors sometime in the future?”

The next softener "**I'm Curious**" invites the unconscious mind to easily process the following suggestions:

Feel comfortable with the way I work.

Be comfortable introducing me.

Because you are triggering these suggestions to occur "sometime in the future" it's easy to comply and say yes. If you enjoy a high degree of rapport with the listener, their unconscious will help them to **be comfortable** and **find someone** who will benefit from your help.

7. Purpose Dialogue

“My purpose is for you to be so outrageously happy with the help I give you that you would gladly introduce me to two people you really care about before I even (_____).”

Adverbs or words that end in ‘ly’ hijack conscious attention. The analytical part of the mind is free to notice and scrutinize adverbs while the remaining suggestion is experienced unconsciously.

Thought Provoking Question:

The first time reading this dialogue, how did your conscious mind react to the words “outrageously” and “gladly”?

If you noticed the adverbs a lot then the more useful suggestions to **"be happy"** and **"introduce me"** had an easier time moving to the part of the brain responsible for long-term memory.

8. Maybe I Could Help Your Friend Dialogue

“A friend of mine, John, helped one of his friends by introducing his good coworker to me. I was able to help him and maybe I could help your friends the same way I was able to help John’s friend.”

Did you follow that? You weren’t really supposed to, at least at the conscious level. While the conscious mind tries to work through confusion the unconscious mind processes the suggestion; **help your friends.**

9. Next Time You're In A Conversation Dialogue

“Hey, the next time you're in a conversation with a person who wants to buy their first home and you're a little concerned that they might get advice that might not be in their best interest or they end up with a mortgage payment that's so much higher than what they could've gotten if they had the right advice or end up paying tens of thousands of dollars more than what they should've, then may even lose their house because they didn't get the right advice, would you think of me and call me immediately so I can give them the help that they need?”

When are you asking them to think of you? Not now but the next time you notice a problem. Notice you are describing a problem and the problem gets bigger and bigger.

Our brain is coded to recognize and remember problems. That is how our ancestors stayed safe and you came to be on the cutting edge of human evolution.

The next time you notice a problem (describe the problem in detail - it's okay to make it hurt) then tell them what to do.

10. On A Scale of 1 to 10 Dialogue

“How likely is it that you would recommend my company to a friend or a colleague, with 10 high and one low?”

Numbers engage the analytical mind. Have your client pick a number and they've half agreed to recommend your team. Experience shows people will remember to recommend when this number is 8 and above. If they say your business is at a 6 ask, "What would it take to move to a 7?" When they are at 7, then move them to an 8 and better.

Working with Teams: As a team, define your numeric goal and ask each person to help design the experience that gets people to this number and then keeps them there.

11. Same Advice I Would Give A Good Friend Dialogue

“I’m going to give you the same advice I’d give a good friend. If you are my friend, here is what I would suggest that you do, based on your circumstances.”

If you were my friend (and now you are my friend), it is much easier to hear and consider my advice.

12. A Friend In The Business Dialogue

“It’s good to have a friend in the business, isn’t it?”

Use this pattern to turn a beneficial statement into a question. You will be creating greater commitment to an obvious benefit, won’t you?

13. You Already Have A Friend In The Business Dialogue

“You're going to be out looking at homes and you're going to run across other real estate agents. To make everyone feel comfortable, say to all the other real estate agents that you already have a friend in the business.”

During the moments you are not able to be present and protect your clients, this dialogue will inoculate your clients against your competition.

14. They Deserve The Best Advise Dialogue

*“I want you to **refer me** to the people that you care about **because** they deserve to **get the best advice** possible when it’s time for them to **make a decision** who to use.”*

The word **because** strengthens and amplifies whatever comes before and after it.

Skill Building Action:

Highlight one embedded command before the word **because** and another command after the word **because**. Then **practice these commands** *because* you want to **sound good**.

15. How You Can Do That Dialogue

*“You may be wondering how you can own a home of your own **and** stop paying rent **and** start creating equity **and** how you can do that now?”*

If you weren't wondering “how to own a home” before you may be wondering now. Use the word "and" to link separate ideas. Experience shows you can link 3 related ideas and add a 4th new idea and if the new idea is plausible it will oddly make sense.

own a home	and
stop paying rent	and
start creating equity	and

you can **do that now**.

16. Do You Feel Closer Dialogue

*“Yesterday when we talked on the phone **and** decided to meet this morning to find your dream home **and** discover what you like **and** what you don't like, you said when you saw the right home you would know **and** you would tell me. Now that we've met **and** looked at seven houses I'm curious, do you **feel close to your dream home?**”*

Use the word "and" to link related items to a plausible suggestion. When we link 3 or more facts (or truisms) they form a powerful bond which amplifies your suggestion. In this dialogue, the suggestion to "feel close to your dream home" is supported by these truisms:

Yesterday we talked (true)
and decided to meet (true)
you said when you saw the right home
you would know and tell me. (true)
we have met and looked at seven houses (true)

I'm Curious do you "feel close to your dream home?" (Suggestion embedded inside a question.)

Working with Teams: what little behaviors can you recall that lead our clients to have a deeper commitment to their greater goal?

17. I Have Time Dialogue

*“John, I’ve always told you I have time for you, your family and your colleagues who you care about **and** I appreciate your schedule **and** of course we can change **and** I hear you have a lot happening today **yet** you want to be clear, what’s important about being here to you.”*

During a complex transaction buyers and sellers can be influenced by people, places and things outside of their best interest. Use the “and” to stack up all their distractions then use the word “yet” to minimize distractions and point them towards what is truly important.

The pattern is “That... that... that... **yet this!**”

18. Try To Get Dialogue

*“I appreciate you want to **try** to get \$540,000 for your home. If I were in your shoes, I’d want to **try** that, too. Let me tell you what Larry Johnson **tried**.”*

To the unconscious mind the secret meaning of the word "try" is "fail."

Skill Building Action:

With a trusted colleague or team member, take turns reading this dialogue out loud. Ask your partner to read the dialogue a 2nd time but now say the word "fail" instead of "try."

Instead of hearing "you want to try to get \$540,000 for your home" the unconscious is processing "you are failing to get \$540,000 for your home."

19. What Will You See, Hear and Feel Dialogue

*“So **when** you walk in the home that you’re looking for, what will you see?”*

*“**When** you are in your dream home what will you hear?”*

*“Imagine what will it feel like **when** you’re in that home?”*

*“**When** you walk into this three-bedroom home, how will you know it’s the home for you? What will you feel? What will you see or hear **when** you walk in and you know it’s yours?”*

If the word "if" opens a door then the word "when" assumes the door has been there all along.

The word “when” is more concrete and only demands a little more trust for you to use it.

When you share trust with someone, shift from "if" to “when”.

20. You Can Do It Dialogue

*“You can do it on Monday **or** whatever day is comfortable with you when you feel like it’s the time to discuss selling your home because you know I can get it sold.”*

Use the word “or” to give your buyer or seller *ALL* their options. It is not “you can do it Monday or Tuesday.” It is “you can do it Monday or whatever day is comfortable with you.”

You are offering all the options by their standards; not your calendar. Either way... “it’s time to discuss selling because you know I can get it sold.”

21. What's Important When You Refer Dialogue

“I’m curious to know what’s important to you when you refer your family or friend or a neighbor to a real estate or mortgage consultant.”

This dialogue gives you the ability to activate **the Law of Importance**.

Anything that is worth doing is only worth doing when it’s important.

Insight Provoking Questions:

Take a moment to fill in the blank space with what’s important to you.

I feel important when I’m with_____.

I feel important when I think about_____.

I feel important when I do_____.

I feel important when I use my skill of_____.

I feel important when I do_____and it aligns with my value of_____.

I feel important when I am_____.

22. What's Important About The Qualities Dialogue

“What’s important about the qualities in a real estate agent or a lender when you refer them to a friend or a family member?”

“Well, I really want them to have integrity and I want them to be really honest and I want them to do the same thing that they did for me.”

“So what I hear you saying is you want me to be honest, you want me to have integrity and you want me to do the same thing I did for you?”

Big-Picture thinkers evaluate important qualities in types of people before applying these values to a single person or you.

Ask prospects what qualities are important in *an* agent and then apply those qualities to you.

23. Three Simple Things To Do Dialogue

“Mr. and Mrs. Client, here are three simple steps to follow in the days and weeks ahead when you’re in a conversation with a person who mentions they are considering buying or selling a home or getting a loan...”

Step one, take out your cell phone.

Step two, look up my phone number.

Step three, call me immediately...

When we talk, you can tell me what you think would be the best way to get into a conversation with the person you want to introduce to me.”

Little-Picture people are process oriented. They thrive on the little steps to getting a big picture outcome. Give them 3 steps and the bigger picture becomes irresistible.

Step 1. Take out your cell phone (Kinesthetic)

Step 2. Look up my number (Visual)

Step 3. Call me immediately (Auditory)

Use these exact words and your suggestions will reach the 3 main sensory channels of seeing, hearing and feeling.

24. Next Time You're In A Conversation Dialogue

“Next time you're in a conversation with a friend, a family member or a neighbor and they mention that they would love to have a larger, more spacious home, because they need to sell their current home and move into a neighborhood that's closer to work.

Maybe it's the cost of gas right now going back and forth and they've talked to you about how painful that is, spending anywhere from \$800.00 to \$1,000.00 a month in gas and they know if they could move a little closer to work they might be to save \$300.00 to \$400.00 a month, and that could actually be easy for them to do right now.

I know you may come across somebody like that. When you do, would you simply take out your cell phone, look up my number and call me immediately?”

Putting it all together:

Use the words, *the next time*, followed by

3 Groups of people you want them to notice:

1. _____

2. _____

3. _____

The Desire: _____

The Problem: _____

The Bigger Problem: _____

Outcome: _____

3 Action Steps:

1. _____

2. _____

3. _____

Answers:

3 Groups: Friends, Family, Neighbors

Desire: Larger more spacious home.

Problem: Need to sell

Bigger problem: Cost of gas \$800 - \$1000 a month

Outcome: Save \$300 - \$400 every month 3

Action Steps:

Step 1. Take out your cell phone (Kinesthetic)

Step 2. Look up my number (Visual)

Step 3. Call me immediately (Auditory)

25. Imagine Me As YourDialogue

“Imagine me as your real estate or mortgage consultant. What I do for you is invest my time consulting, negotiating, and organizing the details of your transaction because you want to have a superb experience that causes you to want to introduce me to the people that you care about most.”

Skill Building Action:

As their Real Estate/Mortgage Consultant, here are the 3 Things I do:

1. _____
2. _____
3. _____

Why I do it: _____

Which causes my clients to _____

Answers:

3 Things I do: Consult, Negotiate, and Organize the Transactional Details

Why I do it: Because our clients want to have a superb experience, which causes you to introduce us to the people you care about.

26. Purpose Of My Business Dialogue

The purpose of my business is referral, which means I must bring value that makes you feel comfortable introducing me to the people you know that need my help.

After all, a referral is introducing someone you care about to someone you trust.

“Now the purpose of my business (I love that line. I’ve been using it for years!) is to bring you enough value that makes **you feel comfortable introducing me** to the people that you know may need my help.”

27. Good Voicemail Message Dialogue

“Hey, thank you for calling. This is Joe Stumpf, your personal real estate/ mortgage consultant for life.

I’ll be back in the office after the inspection that I’ll be on and returning phone calls at 1:00 PM. At the sound of the tone please leave your name and your number where I can reach you.

And the next time you’re in a conversation with a family member or a coworker who mentions that they’re currently renting, please picture yourself calling me and letting me know who they are. I have a great list of homes they can live in for about the same amount of money that they’re paying in rent.

So, have a great morning. I’ll be back at 1:00 PM. Talk to you then.”

When a person calls your phone and hears the words “your personal real estate consultant for life,” you are assuming the role as their real estate consultant for life.

When you are out of the office tell them exactly where you are and what you are doing. These are referral seeds.

Tell them when you will return and say what you want them to do. Plant a useful referral seed.

A good story always helps to make time go by faster.

Practice this dialogue so that it becomes reflexive.

Every conversation is an opportunity to plant a referral seed.

Skill Building Action: Craft Today's Story

Where you are: _____

What you are doing: _____

Who you are doing it for: _____

Why you are doing it for them: _____

When you will return: _____

Sample Story:

Thank you for calling. This is Joe Stumpf, your personal real estate/ mortgage consultant for life. I'm out of the office at a home inspection for the Smith's. They are a great young couple, buying their very first home with enough room for their family to thrive. I will be looking after their home inspection to make sure we catch everything so they have a great home with no surprises.

I'll be back in the office after the inspection. At the sound of the tone please leave your name and your number where I can reach you.

And the next time you're in a conversation with a family member or a coworker who mentions that they're currently renting, please picture yourself calling me and letting me know who they are. I have a great list of homes they can live in for about the same amount of money that they're paying in rent.

28. I Have A List of 10 Dialogues Dialogue

“The next time you’re in a conversation with a person who mentions they’re going to be refinancing from one of those loans that has to be reset in the next couple of months because their interest rate is going up, can you picture yourself calling and letting me know who they are?”

I have a list of 10 Dialogues they must ask the next lender before they sign anything. You can call me and I can send you a copy of it to give to your friends. So, have a great morning. I’ll be back at 1:00 to return your phone call.”

Increase your value by planting referral seeds for your transaction partners.

Real Estate Consultants, see yourself as a resource for quality questions to ask their next lender before they refinance.

Mortgage Consultants, see yourself as a resource for important information before they buy or sell their next home.

Consider yourself the upstream to your business alliance partner’s next transaction.

29. My Number In Your Cell Phone Dialogue

“When would now be a good time to put my name and phone number in your cell phone directory? Because the next time you’re in a conversation with a person who mentions they will be buying, selling or borrowing you can easily take out your cell phone and look up my number and call me immediately, which means they can get the help they need right away.”

Smart phone directories are the new business cards. When you refer friends to the people, products and services you respect, you reach for your phone.

So do they.

From now on make sure you are in their smart phone.

30. Next Time, Next Time Dialogue

“The next time you’re in a conversation with a person whose kids are going off to college and their house is getting bigger and they’re going to downsize...

and the next time you’re in a conversation with a person who is pregnant and you know they’re renting

and they’re going to need a house soon...

and the next time you’re in a conversation with a person whose family is expanding with other people moving into their home and they’re going to need more space...”

This is called stacking experiences. People remember things in groups of three.

Skill Building Action:

Practice stacking the experiences that occur that cause people to downsize, upsize and stop renting.

When do you want them to notice someone:

Who do you want them to notice:

What problem do these people experience:

And

When do you want them to notice someone:

Who do you want them to notice:

What problem do these people experience:

And

When do you want them to notice someone:

Who do you want them to notice:

What problem do these people experience:

31. What To Notice Dialogue

“Notice right now if you know anyone that recently got a promotion that’s probably going to be relocating.”

“Notice right now if anybody’s mentioned to you that their mortgage is going to be reset and they’re not sure what they’re going to do next.”

The *notice right now* dialogue is a rapid way to bring a past memory powerfully present.

This dialogue is a pattern interrupt that harmonizes the past with the present and causes someone to have a memory.

Consultant: Do you know someone who wants to buy or sell a home?

Client: No

Consultant: Notice right now if you know anyone who mentioned to you that they’re pregnant and would love more space for their family.

Client: Oh! That is my friend Reuben and his wife.

32. Specific Instructions Dialogue

“The next time you’re in conversation with a person who mentions they’re going to be moving into a larger, more spacious home because their family is expanding and they need more space, take out your cell phone and look up my number and call me immediately.”

Skill Building Action:

Define your ideal client. The family you are most able to help make life better in these current market conditions.

Use the words, *the next time*, followed by a person who mentions:

Their Desire: _____

Their Desire gets better: _____

The Problem: _____

The 3 Step Solution:

1. _____

2. _____

3. _____

33. Standardized P.S. On Emails Dialogue

P.S. The next time you're in a conversation with a person who mentions they'd love to buy a home by the sea, simply take out your cell phone, look up my number and call me immediately, because there's a beautiful home four blocks from the beach with a beautiful 180-degree view currently for sale right now!

Plant referral seeds in your P.S. because it leaves the reader with the best thought last. The word “*Because*” is an invisible word that amplifies every suggestion 3 times. There is a secret code that further amplifies suggestions which use the word *because*. Here is the code: Use truisms on either side of the word “because” and your suggestions become irresistible.

Make a true statement before the word “because” then define or ratify that statement after the word *because*.

Example: They'd love to buy a home *by the sea* **because** there is a beautiful home *4 blocks from the beach*.

Did you automatically accept the notion the home is beautiful? This is a truism because 4 blocks from the beach is *by the sea*.

Read that previous sentence another time because you want to hear this again.

34. Easiest Way To Introduce Me Dialogue

“The easiest way to introduce them to me would be to call me for a free report on 10 Dialogues to ask any real estate agent when you're buying your first home. Call me for that, and then you can give it to your friend and that's the way you introduce your friend to me, by giving your friend something of value that came from me.”

Skill Building Action:

Find and highlight all the commands that use the words **introduce** or **call me**.

35. I Don't Know If I Want To Introduce Anyone To You Dialogue?

*“Well, I understand. A great client of mine, Larry, told me that **he didn't** like giving referrals because he had a bad experience too, and I'm curious, are you comfortable telling me what happened?”*

*“**I'm not going to tell you** that it will be different with me, but I will tell you how I will conduct myself with your friends, and then you can tell me how comfortable you are with my approach. Does that seem fair enough?”*

*“I'm going to call and ask them some questions. I'm going to listen to their answers and if I **don't think** I'm the right consultant to help them, I will let them know right away.*

*But before I do that, I'm going to show him how I work, and if he **doesn't think** he's the right client for my consulting services, I'm going to ask him to let me know right away. In that way I will always start out with whether I think I can help and whether they think I can help, and if not, I'll tell him I can't. I'll give him permission to say that I'm **not** the right person.”*

Negation is the quickest way to successfully address delay, hesitation and resistance. The 2nd easiest way is to tell a story.

When someone argues with you or resists advice, don't try to argue or change their mind. Use negation and tell them a story about someone else who learned what you

want them to learn now.

Negation words are:

Don't

Not

No

The fact is most people use negation in the least effective way possible.

It sounds like this:

Don't run in the street.

Don't eat junk.

Don't speak to your mom like that.

I'm not avoiding you.

Because the unconscious minds processes imagery and emotions. Here is what is being communicated:

Run in the street.

Eat junk.

Speak to your mom like that.

I'm avoiding you.

The secret to using negation effectively is to say what you want after the negation.

I'm not going to say **stay on the sidewalk** because you know it's safe.

I'm not going to tell you to **eat fresh fruits and vegetables** because you know what your body truly wants.

I'm not going to say **speak politely to your mom** because you know what respect sounds like.

I'm not **finding you** at the same time **you are available**.

Skill Building Action:

In the dialogue above, highlight the positive embedded command after each negation.

Answers:

Like giving referrals.

It will be different with me.

I'm the right consultant to help.

He's the right client for my consulting services.

I'm the right person.

Put it all together now and this is a good story.

36. Isn't It Nice To Know Dialogue

*“Isn't it nice to know that I do have time for you **and** your family **and** your friends **and** anyone else you know **and** like who could **use my help** right now?”*

Isn't it nice to know you can transform any statement into a question by starting with, “Isn't it nice to know?”

Isn't it even nicer to know you can ask someone to quickly scan their mind for all their positive relationships to find the person who could use your help right now?

This dialogue sounds very specific yet actually asks them to think about everybody they know (starting with themselves).

How many people can they refer?

Do the math:

<u>Who</u>	<u>How Many</u>
You	= 1
(+)Family	= _____
(+)Friends	= _____
(+) Everyone else you know	= _____
(-) The people you don't like	= _____

37. Negation And Embedded Commands Dialogues

*“I’m not going to say **sign the contract** until you’re completely comfortable doing so.”*

*“I’m not going to say **trust me** until you’ve looked at all the facts and can see for yourself that you’re making a good choice.”*

*“I’m not going to say **stop now and work with me** because you’ll discover that my role as the person who oversees the transactional details is one of the most important roles in your life.”*

*“Well, I’m not going to tell you to **stop doing that** because rates are important. But it only represents a small portion of what a loan consultant does for you.”*

I’m not going to say, sign the contract.

Or . . . Trust Me

Or . . . Stop now and work with me

Or . . . Stop doing that

Because you already know the power of saying what you want after negation.

You may have already noticed the new Magic Word *Until* which allows you to activate embedded commands by their criteria.

Skill Building Action:

Highlight the words after the word “*Until.*”

These are reassuring thoughts.

Aren’t they?

38. How's Business Dialogue

“Things are going well and isn't it nice to know that I have time for you, your family, your friends or anyone else you know and like who could use my help right now?”

I'm curious, who do you know who would love to own their own home, because when you introduce them to me they can better understand what their best options are in today's marketplace.”

When someone asks “How's Business?” they are asking a vague question about the general nature of business.

Take the opportunity to elevate the conversation and think about the one person who will most benefit because they have access to your time and help right now.

I've heard it said that “How's Business?” is the most frequent question asked of business people. How many times each month do you hear people ask the question, “How's Business?” Now take that number and multiply it by 12.

Now close your eyes and imagine it is one year from today and you have been asked “How's Business?” this many times.

Imagine further that you have mastered this dialogue and more than half of the time you ask, you are introduced to a new client.

Insight Provoking Question:

Who will you be as a person when you have the skill to find your next client with your words?

39. What Do You Do Dialogue

“Well, thanks for asking. The best way to describe it is with a quick story.

There was a family that bought a home five years ago and they got involved in an adjustable rate mortgage.

It adjusted upward and they found themselves in a position where they weren't capable of making the monthly payment.

On top of that, they discovered they owed more on the home than what it's worth.

They were looking at what their options were. Were they going to go to foreclosure, or could they actually sell their home for less than what it was worth and have the bank pick up the difference?

They got some advice and the advice they got was predicated on what their dream was. Their dream was to own a home again in the next couple of years.

As a result of the advice they got, they are on a path to owning another home and getting a fresh start.

That's what I do. I make dreams come true for people who owe more on their home than it's worth who are planning on buying a home in the next two to three years. I'm a real estate consultant.”

“I'm curious - what would have to happen for you to feel comfortable introducing me to someone that you

really cared about?”

Insight Provoking Activity:

Identify your ideal client and how they benefit from your help.

Think about your last 5 clients and pick one who was a pleasure to help.

Client Type:

Younger/Older

Family/Single/Investor

Their Desire:

First Home/Last Home/Bigger Home/Smaller Home

Move Quickly/Move Slowly/ Move with Special
Conditions

Ultimately they Got:

Tell Their Story: (Telling a positive story, be very specific; use real names; have them help tell their story. Telling a negative story like divorce and financial problems, be vague; say a young couple; a family who worked hard for many years.)

40. Love Dialogue

*“Who do you know who would **love** to get their home sold right now?”*

*“Who do you know who would **love** to move out of an apartment into a home of their own?”*

*“Who do you know who would **love** to refinance right now because they have a mortgage that’s about to reset and they’re scared?”*

Insight Provoking Questions:

What do clients love about:

1. What do clients love about my location?
2. What do clients love about what I do for them?
3. What do clients love about my skills?
4. What do clients love about how I make them feel?
5. What do clients love about who I am?

41. How's The Market Dialogue

“Experience shows it all depends on where you live. I would love to do some research for you and send you an email that will tell you what homes are for sale, what homes have sold recently and how long those homes are taking to sell in your neighborhood.

This way you can feel secure in the knowledge that you have the most accurate information that will tell you right away how the market is right now. I imagine that information would be valuable to you, would it not?”

How many times do you count the word “you” in this dialogue?

You _____. Your _____.

Answer: You (8); Your (1)

“How’s the market,” is a weak question. Using the word “you” allows you to move the conversation from overly general to becoming a very personally engaging conversation.

42. Isn't It Nice To Know Compliance Dialogues

“Isn't it nice to know that the phone number you just called me on is the same number you can give your friends when they need real estate or mortgage help?”

“Isn't it nice to know that I would give your friends the help they need to reach their goals? By the way, who is the next person you know that is most likely to do what you just did?”

“Isn't it nice to know that when we're all done today you'll feel comfortable signing a listing agreement? And if you're not comfortable signing a listing agreement, we can still talk about it before you sign the listing agreement.”

Thought Provoking Question:

What is nice about my accessibility?

What is nice about what I do for you?

What is nice about how my clients get what they want?

What is nice about how I make clients feel?

What is nice about who I am as a person?

43. Recognize Value Dialogue

“Can I ask you to share with me what you believe was the most valuable thing that I’ve done for you? I just want to hear what you have to say because I believe I know what I did, but I’m curious - what do you think the most valuable thing I did for you was?”

There are two currencies in a referral based business. Of course our clients reward us with referrals when they introduce us to the people they care about. First, they pay us by saying “Thank You”.

Massive Skill Building Action:

With a colleague or team member, practice receiving a compliment. Ask each other these questions:

Can I ask you to share with me what you believe is the most valuable thing that I’ve done for you?

Keep it going by saying: It sounds like you’re pleased, can you say more about that?

44. Embedded Command Sign Dialogues

*“You may or may not **sign a listing contract today** and I would never ask you to **sign a listing agreement** unless all of your questions were answered first, and isn't it nice to know that you're working with somebody who isn't going to **ask you to sign** anything until you're **really comfortable?**”*

*“When I sat down with Mr. Johnson, he already knew about my consulting and negotiating skills. So he said to me, ‘Let me just **sign the listing contract,**’ and I said, ‘Well, let's do it,’ and he did. So let's do it.*

Let's sign the listing contract.”

“You know, Mr. and Mrs. Client, when I first sat down with Mr. and Mrs. Johnson they said to me, ‘Hey Joe, I've already talked to Mr. and Mrs. Miller.

*They've told me all about your consulting and your negotiating and your overseeing the details and so I'm **right now ready to sign** a listing contract,’ and I said to him, ‘Well, then let's **do it,**’ and he reached over and he **signed the contract.**”*

*“Now I'm not going to ask you **to sign the contract right now** because I haven't explained to you what I do, like what a consultant is, what a negotiator is, what a person who oversees the transactional details are, so I wouldn't ask you to do that right now.”*

Massive Skill Building Action:

Practice Embedded Command Tonality:

There are three elements to mastering embedded commands:

1. Pause before the command
2. Pause after the command
3. Use a descending tone which ends the last word lower than the previous word.

In a small group, read these dialogues aloud and embed the commands in bold.

45. Follow Up Note Dialogue

“Bob, it was great talking to you. When you express that you trust in my patience and feel grateful for my thoroughness, remember those are the same things that I will do when you recommend a friend or a family member to me. As a matter of fact, they’ll say to you, ‘Joe is so patient. He’s so thorough. We’re so grateful.’ Enclosed are a couple of my business cards.”

Bankable Result Producing Action:

Think about the last person who expressed gratefulness or simply said, “thank you.”

Write a 50 word follow-up note acknowledging the compliment; tie the compliment to the people they can recommend to you. Ask them to share this good feeling. Put the card in an envelope, seal it, stamp it and put it in the mail today.

46. Referral Conversation Dialogue

*“Brent, would **you be comfortable** telling your mom about me?” Brent says, “Yes, I would.”*

*“Well, I know that telling your mom is the easy part. I also know that getting me and your mom into a conversation is the hard part. So I’m curious, what do you think would be the best way to **make sure** that your mom and I get into a conversation very soon?”*

I’ve heard it said, that which is easy to get is hard to keep.

Skill Building Action:

Make a list of common things people say and do which are well intentioned but easy:

It’s easy to give my card

It’s easy to tell your mom

It’s easy to _____

It’s easy to _____

Create your own dialogues using the easy part and the hard part.

“Well, I know that telling your mom is the easy part. I also know that getting me and your mom into a conversation is the hard part.”

47. Six Word Pattern Interrupt Dialogue

*“Bob, it was great talking to you. **Please don’t keep me a secret.**”*

When they say, “I won’t,” you say...

“I appreciate you saying that because when you tell your friends and your family members about my help, you’re really saying you care about them, and then they’ll get the best advice.”

Please don’t keep our *6-step marketing plan* a secret.

Please don’t keep *us* a secret.

Please don’t keep *Diane* a secret.

Please don’t keep *me* a secret.

48. I'm Not Comfortable Referring Dialogue

“My dad is moving and he needs an agent or a lender, but I’m not really comfortable referring or recommending him to you.”

*“Well Larry, I really appreciate that **and** I’m glad that **you trust me** enough to be honest with me.” A nice pause... “...**and** a few months from now when your dad is calling you **and** thanking you for introducing me to him, you’ll look back at this moment **and** laugh about how you were slightly concerned before you decided to **introduce me to him and** feeling good because he is the person that you really care about **and** I imagine you want him to get the best advice possible from someone **you believe in**, don’t you?”*

The Fix-in-the-Future Formula

- Acknowledge the positive behavior now.
- Fix it in the future.
- Bring it back to a positive action now.

Often the best time to fix a problem is in the future. Things that *seem* like a problem now are easy to imagine solved in the future.

49. Through A Third Voice Dialogue

“I was talking to a friend of mine who bought a house from me last year and she said that she was talking to a friend who also bought a home from me last year. And she told me my negotiating skills on loans are worth every penny that they paid for. Because of that, she’s going to introduce me to the people who need my help.”

When a person says something one time, it is an accident. When a person says something a 2nd time, it is a coincidence. When we hear something a 3rd time, it is a pattern to be acted upon.

The third voice dialogue creates a chorus of voices that simultaneously sing **“my negotiating skills on loans are worth every penny that they paid for.”**

50. Morphing The Conversation To A Restaurant Dialogue

“Can you tell me what your favorite local restaurant is? Is it your favorite because they have both great food and great service? Imagine that the food is the product and the service is the process.

I’m curious; does your favorite local restaurant do much advertising?

Probably not because their food and their service are outrageously good and most of their business comes from repeat guests and referrals, does it not?

*So for just a moment, can you **imagine that I am just like your favorite restaurant?***

And like your favorite restaurant my purpose is for you to be so outrageously happy with both the product and process – the complete experience – that you gladly introduce at least two people you care about to us before we sell your home...not because you feel obligated, but because you want the people you care about to have a great experience when they buy or sell a home, just like you have when you go to your favorite restaurant.”

Thought Provoking Question:

If your business is like a beloved local restaurant, which one would we be?

Why?

51. What Makes You Different Dialogue

“Well Mr. and Mrs. Prospect, the best way to do that is let me just tell you what Mr. Johnson said because he’s like you and he wanted to get his home sold and he knows a lot of agents and lenders in the town and he said three things made a difference in his life to him about me. Let me tell you what he said the three things were.

He said, number one, my consulting skills. What he said is that I asked very profound, insightful questions. The second thing he said was my negotiating skills. He said my negotiating skills alone were worth every penny that he paid me. The third thing he said was my ability to organize all the transactional details.

He said that because the transaction has hundreds of pieces of paper. He said he noticed how complex everything was. He counted 53 signatures on all the documents he had to sign and he said he was so delighted with how we took time with all of the details.

And you know what, I would have to agree with Mr. Johnson and say those are the three things that make the difference: our consulting, our negotiating, and our ability to oversee the transactional details.”

What makes me different is my ability to tell you why I’m different through the voice of another client.

Imagine Your Future Self:

Imagine your favorite client is here right now. Get a picture of them standing across from you... Notice how they look ... their body language ... their breathing. Take a moment to connect with your shared feeling with them. What would they say about the value of your three skills...

1) Consult: _____

2) Negotiate: _____

3) Oversee the Transactional Details: _____

The next time a prospect asks, “What makes you different?” Use your client’s voice to describe the experience of your business.

52. Next Referral Dialogue

“Hello, Bob? I just want to thank you for introducing me to Larry. He told me that he shared with you what a great job that I did for him. Is that true?”

That’s looking for compliance. Bob says, “Yeah, that’s true; I did tell him that.”

“Well, I heard a man named Joe Stumpf who is the founder of a company called ‘By Referral Only’ say that when a client refers you to a person and you do a great job for them, there’s a 50% chance that they will introduce you to another person and I’m curious, Bob, do you think that’s true?”

What gets rewarded gets repeated. Your next referral is most likely to come from an advocate who has referred us before.

It is our responsibility to thank an advocate every day.

Who is the next person who referred you last?

Call them and reconnect today.

53. Do You Believe In Me Dialogue

“Hey Linda, I know that you’re really busy and I also know you’re the sort of person that goes out of their way to introduce your friends to a person that you really believe in.

Don’t you?

And I’m curious. Do you believe in me enough to introduce me to the people that you really care about?”
Here’s what to do if they say ‘yes’: “Well now if you were me, what would you do to go about introducing me to the people that you think are most likely to need my help?”

Situations, circumstances and excuses are temporary.
Shared values and identity are lasting.

The pattern; **I know X and I also know Y**, will prioritize the important over the less important.

X = Circumstances, Situations or Excuses.

Y = Actions tied to the sort of person they are.

I know you’re really busy

I know you’re super tired

I know you’re walking out the door

I know you’re considering a counter-offer.

And I also know you are the sort of person who is committed to _____.

From this position of expanded importance, introduce the “If you were me” frame to generate an expanded perspective. In the coming Skill Building Actions, you will learn more frames to expand and enhance new perspectives.

Enhanced perspectives help people to think clearly and integrate learning long-term.

54. Do You Have Time To Brainstorm Dialogue

“Hey, if you were me, what would you do to introduce people to me that needed my help?”

Do you have time right now? We can brainstorm this, talk a little bit about different ways that you can let the people that you really care about know that you’re one of my clients.”

Ask for time to talk about referrals and you are already talking about referrals.

And if you were me, of course you would have time to talk about introductions.

55. Population Is Divided Into Three Group Dialogue

“Joe Stumpf, the founder of By Referral Only said when it comes to referrals, the population is divided into three groups.

He said that 15% of the people will refer me without even asking. 15% won't refer me because they don't promote under any circumstances. 70% of the people will refer if I ask them in an intelligent way. I was wondering what group do you think you fall into?”

There are 2 groups of people; those who refer and those who don't refer.

Do the Math:

15% will refer without even asking (kind of nice, thoughtful people)

15% will not promote under any circumstances (kind of rigid, even anti-social)

70% will refer if asked in an intelligent way (kind of an intelligent group)

There is a 99% chance they'll want to be in a group with nice, thoughtful, intelligent people.

56. Who's The Next Dialogue

“Who do you know that wants to buy their next house?”

The 11 word question that leads to a double-sided transaction.

The word “next” automatically assumes they have a house to sell before buying their next house.

57. I Don't Know Anyone Right Now Dialogue

“Thanks for thinking about it. I’m curious, when you say you don't know anyone, is it that you don't know anyone right now or you don't know if you want to refer anyone to me?”

At *By Referral Only* we say, “step over nothing” which means to be courageous and call out innuendo and inaction.

If you have asked someone if they are comfortable referring you and they say “yes” but never refer you, it’s time to challenge inaction - be courageous and ask this question.

58. How I Am Compensated Dialogue

“First, I work on a contingent basis versus a retainer basis, which means as your consultant, negotiator and overseer of all the details, I invest all of the upfront money and time to help you make your dreams come true, and only when your dreams come true do I actually receive compensation.

Then, of course, the second way you compensate me is in the form of your recommendations and introductions to your friends, family and neighbors that you care about.

Does that make sense?”

Use the “How I Am Compensated” dialogue early on in your relationship with a new prospect and 2 things occur.

- 1) You assume the role as their consultant, negotiator and overseer of transactional details.
- 2) You bring up compensation before they do which allows you to proactively shape the conversation.

59. Your Best Friend Dialogue

“I was wondering if your best friend was going to buy, sell or borrow. Do you know an agent or a lender that you would feel comfortable introducing them to?”

If you are good enough for their best friend, you are good enough for all their friends, family members and neighbors.

Ask this question and they will morph you with their best friend and you’ll find out if they will refer you.

60. Will You Pay Me To Refer You People Dialogue

“You know Mr. and Mrs. Client, there is another benefit for you introducing me to your friends during your transaction that you may or may not already be aware of.

See Mr. and Mrs. Client, you probably already know that the most time-consuming part of any business is finding new clients, and what I would like to suggest is in the days and weeks ahead, when you have sold your home/gotten your loan/bought your home, you will look back and feel great that you introduced me to your friends during the transaction, because it allowed me to invest the maximum amount of time, energy and resources into you rather than looking for new clients.”

Interrupt a short-sighted, self-interested pattern with a longer-sighted more valuable outcome.

In this dialogue, what words trigger the fix-in-the-future pattern?

Answer: In the days and weeks ahead.

61. Uncomfortable Referring You Dialogue

*“Hey Barbara, first of all I’d like to say thank you for **trusting me** enough to be honest with me.*

Second, I’d like to ask what happens when you imagine a family member, a friend or a neighbor calling you with total gratitude because they just sold their home/bought a home/got a loan and you know that the tremendous value and advice they received was all due to you introducing them to me so that I could help them?”

What one word initiates the fix-in-the-future pattern?

Answer: Imagine

62. What Do You Say At A Party Dialogue

“Well, I’m John Jones. Sandy Collins and Bob Collins are my ideal clients. Let me tell you what it’s like to be their real estate or mortgage consultant.

Sandy and Bob are some of the friendliest, most authentic people that I’ve had the privilege to consult with and negotiate for.

All throughout the process of helping them buy this beautiful home they were willing to answer some real thought-provoking dialogues, so that I could take the time to really craft the strategy to help them figure out what was important to them.

Bob and Sandy trusted my advice and today they are comfortable recommending me to the people that they care about most.”

Insight Producing Questions:

Before you host your next house warming party, answer these questions about the honored guests:

What kind of people are (client name)?

What I did for them?

What did (client name) do that helped the process?

What did they get?

This works at all major gatherings with lots of people. Think about weddings, graduations, reunions and more.

63. Describe In Great Detail Dialogue

“Who is the next person you know that’s most likely to do what you just did?”

Then describe in great detail specifically what you did for the client.

Then you say, “I know you know someone. It may be a person in your family. It may be a friend or a neighbor. It may be a person from your church. It may be someone from work. By now, I know you know someone.

I'm curious who comes to mind first.”

People have the greatest opportunity to refer during the transaction. The people they care about will be talking with them. They will share their excitement.

Skill Building Action:

Count and highlight how many times you see the word “know” _____.

How many times do you use the embedded command **know someone**?

64. Referral Chain Dialogue

So the first call would go to Bob, and I would say, *“Hey, Bob, thank you for introducing me to Larry.*

I met with him and he’s chosen to work with me and I will make sure that Larry is delighted that you introduced me and I’ll keep you posted on our progress. Thanks.”

I hang up, and then call up Mary who’s connected to Bob.

“Mary, I just met with Larry and he chose to work with me and the reason I’m telling you this is because Bob introduced him to me so thank you for introducing Bob to me because without him, I would’ve never met Larry.”

You already know that clients who refer are the most likely to refer again.

You may also know, what gets rewarded gets repeated. Reward people with your gratitude and the knowledge that their gift has kept on giving.

Bankable Results Producing Action:

Use MyClients Referral Management System to connect your referral chains.

It’s easy to let your referral tree do the work for you.

65. Creating Analogies Dialogue

“As your real estate/mortgage consultant, I am like the pilot of your plane. My role is to get you where you want to go - safe and on time. Because I count on you to introduce me to the people that you care about, would you do me a favor?”

“Oh, yes. What is that, Joe?”

“During the transaction, as I deliver beyond your expectations, I’d like you to help me find more passengers.

Does that seem fair enough?”

Bankable Results Producing Action:

Use the *By Referral Only* Turbulence Letter and touch points to create a first-class experience of your business.

66. I Don't Know Anyone Right Now Dialogue

*“Well, I really appreciate just having this conversation with you right now and **thinking about that** and now that we've talked about it, chances are real good that you're going to **notice some of your closest friends and family members** who are going to need my advice and would you **be comfortable** if I just **check back** with you maybe 30 or 60 days from now and **see if anyone comes to mind?**”*

The “I don't know anyone right now” dialogue is loaded with internal processing commands rather than embedded action commands. Action commands seek a specific behavior. Internal processing commands systematically provide the steps to unlock information and resources they already have inside.

This dialogue is designed to help someone search working memory and long-term memory to see if someone comes to mind.

Telling someone what to notice and when they can notice it makes it more likely to happen. Internal processing thrives on comfort and lack of pressure.

By suggesting they have 30 – 60 days to “see if someone comes to mind” they are more likely to find someone sooner.

Often they find someone right now.

67. What Can We Do Together Right Now Dialogue

“Who’s the next person you know that’s most likely to buy, sell or borrow?” The response is something like, “That would be my father.”

“Well, what can we do together right now to make sure he has an opportunity to meet with me and speak with me before he sells his home? Because I’m sure you want to make sure he gets the best advice.”

When the referring person knows someone, build the relationship before seeking contact. Use these three questions to build the relationship in advance.

- 1) Of all the people you know, you thought of (Referral Name) first. Why did you think of (Referral Name) first?
- 2) What do you admire most about (Referral Name)?
- 3) Why is (Referral Name) and me working together a good match?

Each question reveals secret information that allows you to transform the referral opportunity into an introduction.

Secret Code:

Question 1 – Reveals urgency of the move.

Question 2 – Reveals strength of relationship.

Question 3 – Reveals what they will say about you.

Once you've had this conversation ask: "Well, what can we do together right now to make sure (referral name) has an opportunity to meet with me and speak with me before he sells his home?"

Because I'm sure you want to make sure he gets the best advice."

68. I Have Time Right Now Dialogue

“I know that you’re busy, so I’m going to keep this brief. I have time right now to help a few new clients who want to buy, sell or borrow in the next 30 to 90 days.

I was going to place an ad in the paper asking ‘Who do you know who wants to buy, sell or borrow in the next 30 to 90 days?’ Then I thought, before I start dealing with people neither of us even know, I thought I’d give you a quick call and offer my time to the people who might need it. I’m curious, as you think about some of the people you know who could benefit from my help, who’s the next person you know who would love to own their own home or is most likely to do what you just did?”

Putting it all together:

Erasing obvious/imagined resistance: I know that you’re busy.

Talk about time before a request: I have time right now to help a few new clients

Extend time/Reduce pressure: in the next 30 to 90 days.

Use a third party voice: an ad in the paper asking.

Internal Processing Commands: as you think about some of the people you know.

69. Two Reason I'm Calling Dialogue

“Hey Carl, this is Joe and there’s two reasons I’m calling you today. One is I want to sincerely say thank you for trusting me to consult, negotiate, and oversee the transactional details for you when you sold your home and I’m truly grateful.

Now number two is to ask you for some advice. Imagine if you were me and you were a real estate consultant and you wanted to help more people who need real estate or mortgage advice and you only wanted to help the people you already know.

I’m curious, what would you do to encourage others to introduce people to you?”

Load working memory with good feelings and happy outcomes: I want to sincerely say thank you for trusting me to consult, negotiate, and oversee the transactional details for you when you sold your home and I’m truly grateful.

Change point-of-view to create insight: Imagine if you were me and you were a real estate consultant and you wanted to help more people.

70. Conversation Starter Dialogue

*“Who is the **next** person you know that is most likely to buy their first home? I know you know someone. As you continue scanning through the people you know who need my help, who comes to mind first?” After they answer you say, “I’m curious. What do you think would be the best way to introduce us?”*



What you think about you talk about; what you talk about you bring about. Why? Because it feels good.

Good feelings and good results come from good action and good thinking.

Start their good thinking and access good feelings and good actions and get great results!

71. You've Done A Great Job For Us Dialogue

“Well, my pleasure, John. You'd do the same for me. You can always count on me and I know that I can always count on you to introduce me to the people that you care about because you want your family, your friends and neighbors to get the best advice when it's time to buy, sell or borrow - don't you?”

I mean I'm curious - who is the next person you know that is most likely to buy, sell or borrow?”

Shared Good Feelings + Joyful Results = Opportunity to Spread Joy

Saying “thank you” means I want to share a good feeling with you. We call this reciprocity. When someone is happy enough and wants to share this good feeling with you, they say “thank you.”

Invite them to share this good feeling with their family, friends and neighbors.

72. How Good Your Going To Feel Dialogue

“In the past, what’s it been like when you introduced people to products and services that you really liked, and the people you introduced had a really positive experience with?”

Listen to their answers. Then say, “Well, think of how good you’ll feel knowing that you’ve made a positive difference in the lives of your friends and your family by telling them about me. I’m not going to say, ‘Introduce me to the people you care about,’ because only you know the people who are in the best position to benefit from my help. Isn’t that right?”

If the future is a good time to fix a problem then the past is a good time to recover a good feeling.

Once you’ve got that good feeling securely in place, take it into the future and look back at all the positive difference that already happened.

73. Active Assumption Dialogue

“I don’t know if you’ve already begun to notice friends, family members and neighbors who can benefit from knowing about my consulting, negotiating and organizational skills. The next time you’re in a conversation with a friend, family member or a neighbor and they mention that they would like to buy, sell or borrow, I know you wouldn’t want them to miss out on the kind of benefits I’ve helped you get. So I’m wondering, how quickly can you pick up your cell phone and call me so that I can start helping them right away?”

Half the population is motivated towards things they want while the other half is motivated away from what they don’t want.

This means half the people you ask for introductions will be more likely to take action that protects their friends, family and neighbors from missing out.

74. Awkward Silence Dialogue

“Who’s the next person you know who’d like to buy a larger, more spacious home?”

Then there’s going to be a pregnant pause.

“Eventually, when you do come across a person who you think I could help, keep in mind that I’m never too busy to help your friends, family members and neighbors in the same way I’ve been able to help you.

So the next time you’re in a conversation and a person mentions that they would like to buy a larger, more spacious home or mentions that their loan is being reset and they have to secure new financing, I’d like you to please call me immediately. So what happens, Casey, when you imagine yourself doing that?”

When you ask for a referral, watch their eyes. If you see their eyes moving up and down or side-to-side, they are actively searching for a person to refer.

If their eyes are not moving, they are not actively searching.

Either way, use this dialogue to let the non-searcher off the hook and help the active searcher to find the person you are most able to help.