

Referral Moment Training Script – Video #1



QUESTION: So imagine for a moment that you're having a casual conversation and someone asks you "How's business?"

Here's what a Realtor would say when someone asks this question – you just need to customize it to your business or area of specialty.

RESPONSE: Pause, take a breath, and in a charged neutral tone say:

"It's going well, **and**, it's important **you** know that I do have time to help **you**, help your friends, your family members, or anyone that you care about that could use my help?"

Then pause, and ask....

"If your best friend needed help buying or selling a home, do you have a Realtor that you would feel comfortable introducing them to?"

If they say yes: honor that and talk about the person they know in the highest regard, just like you would want others to talk about you

If they say no: then say...

“I’m curious, what would have to happen for you to feel comfortable introducing the people that you care about to me, so I can help them when they need to buy or sell a home?”

REMEMBER:

- Keep your tone charged neutral – not too excited and not down or lethargic
- Use the word AND not BUT - AND is the key word because it captures listening. Be careful not to say BUT, because but means it’s not going well.
- After you mention their friends, pause...let them picture their friends.
- After you mention their family, pause...let them picture their family.
- Why do I use the word HELP? Help is a very powerful hypnotic word, and I suggest that you replace the word service with help. Help is a hero making word. When you say **help** you, **help** your friends, **help** your family, it gives them a role of being a helper. Remember they are not referring someone to you, they are **helping** a person they know.