

Generating Referrals Script Examples

To generate referrals, you have to ask for them. Rather than stumble over your words or sound less than convincing, use a script. The purpose of a script is to help you say the right things in the right way.

To make a script work for you it has to sound genuine. That means even a canned speech has to be rewritten so that it sounds like it would be something you would say in the way you would say it.

Then you have to practice your script. It can't sound rehearsed or like a poem you memorized. It has to sound natural. Once you have it memorized stand before a mirror and watch yourself as you deliver your script. It's critical that you see your facial expressions, your eyes, your smile, your gestures; everything has to match.

Rehearse your script in front of your family members or supportive friends and ask for their feedback. Ask them if it sounds sincere and if it sounds like something you would say. If they give the thumbs up, memorize it until it comes easily. If they give the thumbs down, then try again. Your business depends on your ability to do this and do it well. Take your time and give it your best effort.

Example 1 - Before completing the loan application ask your client for the name of their tax accountant. When asked why you need that, reply that you and their tax accountant now share the same client and that you will be sending them their HUD-1 settlement statement the first of the year to aid in the completion of their taxes. Call the accountant and talk about the fact that you have a client in common. Then ask if the accountant is currently accepting new clients. Explain that many of your clients don't have a tax accountant. Ask what type of client they would like referred to them. Create a follow up campaign and begin building a business relationship.

Example 2 - Ask for referrals using an open ended rather than closed ended question. For example, who do you know that is planning on moving soon rather than do you know someone who is moving soon? The first question gets you a name the second question gets you a yes or no.

Example 3 - Don't beat around the bush by saying I would appreciate your referrals. Instead say, "My business is dependent on referrals. I believe that providing your friends, family members and business associates with the best possible service will reflect positively on you." It's not subtle, but you can't be subtle because frankly most people don't get subtle.

Want More Information?

For more information about our services, contact us at 303-426-1027 or 800-433-3755.

For questions, please email us at questions@intouchtoday.com.

To request a catalog and samples, please email us at samples@intouchtoday.com.

For lenders: Subscribe to our free ezine Top Producer Strategies, sign up at <http://www.intouchtoday.com/mortgage/index.asp>.

For real estate agents: Subscribe to our free ezine Top Real Estate Strategies, sign up at <http://www.intouchtoday.com/realestate/index.asp>.