The Referral Equation

C + V(R) = G + R = RR

Conversation + Value Received (not given) = Gratitude + Request (Just Ask) = Referral Received

People Buy You – People Refer YOU

SCRIPTS:

1. “Thank you for noticing”
2. “Please don’t keep me a secret”
3. “I could use your help with something. Would you **introduce** me to someone you **care** about who could use some/the same lending/real estate **advice**? I’m always helping people avoid the mistakes that so many others make.”

**Anatomy of a referral**

1. Making a connection + Bringing Value (Received) = Receiving Gratitude
2. Receiving Gratitude + A Request for Help = Receiving a referral

* Having the conversation is where most of us stop. We say thank you, my pleasure and things that simply end the opportunity to capitalize on a moment that we have created. What we call the moment of Gratitude.
* When you choose to be the LO, take the time to become the Originator when you generate a Moment of Gratitude!
* Being a giver with no request gets you noticed, being a giver WITH a request gets you paid.
* Sales is Convincing people to buy from you. Consulting is compelling and motivating people to trust you. People buy from people they trust.
* The number one competitive edge in business today is YOU! How you win on People determines your success.
* These other things are just tickets that give you access to the game.
* When Everything is apples to apples – people buy you. Your ability to build relationships is the secret to Significant success in our business.
* Once you realize that your success is founded on how able you are at getting people to KNOW, Like and TRUST you.
* MUST LEARN TO STICK THE BASICS!
* There’s no magic pill or shiny object that will help you reach your goals.
* Consulting is simple: Solve a person’s problems and they will buy from you.
* When you can get people to buy you and help them, you will get what you want if you make a request.
* People try to cash check on relationships before they make any kind of investment