LEVELING OUT THE SEASAW

Over the last 10 transactions, how many of them do you DESERVE a referral from?

 Most will say 80-100% of them.

How many did you actually receive?

 Typical answer is between 0-1.

How would you define a successful transaction?

 Most will answer:

 Closing on time

 Good Communication

 Clients are happy

 Truth in reality is:

The true definition of a successful transaction is to have earned the right to ask and receive a referral BEFORE closing.

Isn’t this where most of our opportunity comes? We have a captured audience that we can speak to for 30+ days and have a limitless amount of times that the client will need/want to talk to us.

Would you rather work with a REFERAL or a LEAD?

1. Which clients were most profitable?

2. Which clients did you really enjoy working with?

3. Which clients treated you more like a trusted advisor versus a salesperson?

4. Which clients have already referred others to you?

5. Which clients respected your personal time the most?

6. Which clients would you invite to your home for dinner with your family?

7. Which clients took the least amount of time to serve?

8. Which clients thank you sincerely for what you did for them?

9. Which clients listened most intensely and took your advice most readily?

10. Which clients do you share similar values with?

What Makes you Referable? Do you have a process that consistently and predictably provides you and your team referrals?

 What other say:

 Designation

 Year of experience

 Company

 Attire

 Honesty

 Availability

 Hardworking

 What you should be saying:

What you need to say: We are masters of communication. And this is a closer look at what I’m saying.

Things you can’t get out of a Big Bank, Credit Union or an Internet Site

1. **I’m a consultant**, we take what your goals, wants, needs and desires and make them reality or help to alter them to make them a reality. We dig deep and ask the questions that we know our clients want or need to know. Like, WHY YOU SHOULD USE ME. We challenge what the industry is doing by winning on people. When you are a consultant, you are not convincing people to use you, you are instead motivating and compelling them to want to go through the process of getting a mortgage with you.
2. **I’m a negotiator**: Bryan Tracy calls the process of purchasing a home 'integrated complexity'. It means that there are so many different people involved for so many different self-seeking reasons, that from time-to-time things happen. There are no less than 30 people that touch your file from start to finish, all of play a roll into closing your loan on time. There are an additional 100 things that could go wrong during the process
3. **Bedside Manner:**  Our ability to manage fears and expectations is the #1 thing that most people fail at when they are trying to WIN PEOPLE. This is our competitive advantage over all of the other competitors. Our focus on how we create an experience for our clients that compel and motivate them to want to do business with us and eventally to refer us to the people they care about. Remember, you can’t do this part of the client experience right, unless you are a master at being a amazing consultant and are an expert in juggling the process of negotiating.