

## Introduction Call Dialogue

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For your first follow-up call after sending the Item of Value to the people in your database, use the Introduction Call Dialogue.

“Hey, [John], this is [Lisa] calling. Is this a good time for you? How’s the [family, business, etc.]? I’m checking in to see if you received the letter I sent about [my decision to join (name of company) or the unveiling of my new Client Appreciation Program for my clients, family and friends]. As I mentioned in the letter, the thing I’m most excited about is doing business by referral.

Well, you may not know this, but most real estate agents spend as much as 85% of their time and money prospecting for new clients by cold calling and advertising. Well, [John], my commitment is to build relationships with people who know and trust me, and who will refer me to their friends and family; people like you. My plan is to pour 100% of my efforts into working for my clients. You’ll see what I mean as time goes on. As part of my Client Appreciation Program, every month I’ll send you information I believe you will find valuable.”

### Qualifying Dialogue for your Database

“Oh, by the way® ... if you decided to [sell or refinance] your home, or had a friend or family member who wanted to buy or [sell or refinance] a home, do you have a [real estate or lending] professional you would refer them to?”

# Who Would You Recommend to Your Family & Friends?

Dear Friend,

I would like to take a moment of your time to introduce a complimentary service I provide for all of my clients. My Client Appreciation Program is part of the commitment I have made to run my business exclusively by referral. Every month I will be sending information that I believe you will find useful.

This first piece explains how my decision to work by referral benefits you. It allows me to devote my time and energy to meeting the needs of my clients. There are a number of ways that I can be a valuable resource to you, such as providing market updates and referring other reputable professionals when you need them.

I will make a constant effort to provide you with excellent service, because in my business, the most profound assets I possess are your respect and trust. Feel free to call if you need anything at all; I am always here to help.

Sincerely,

*Oh, by the way...if you know of someone who would appreciate the level of service I provide, please call me with their name and business number. I'll be happy to follow up and take great care of them.*

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