

G I V E

GIVE, ASK, RECEIVE

“In order for your business to thrive, you need to exceed your customer’s expectations – not merely meet them.”

BRIAN BUFFINI



Those unexpected extras are not only rare, they’re greatly valued by consumers. Clients appreciate the extra effort that is put into making their experience and their connection with you extraordinary — making them your very best advocate!

GIVE



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“You will get all you want in life,
if you help other people get
what they want.”

ZIG ZIGLAR

GIVE

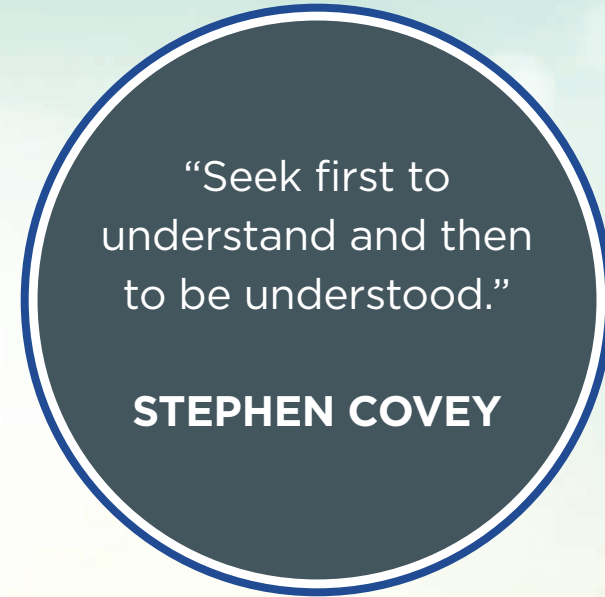
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Positive Energy

Always exude positive energy. When you meet your clients, no matter how many times you've met them before, behave as if it's the first time and work hard to make a good impression. Your clients come to you for your expertise and should never feel like you are too busy or tired to listen or help them. Working hard can be exhausting and some days will be long and rough, but it's vital that you do not let this impact your business. Flash your client a smile, listen to what their needs are and put their experience first.

Unexpected Extras

Unexpected extras help you stand out amongst the competition and they don't have to be flashy. A great way to show a client you care is by utilizing the items of values, note cards, and eReports included in our Referral Maker PRO membership. These resources were created to give you the opportunity to reach out to your clients and maintain an open line of communication. Pop-By tags are available for you to pair with a small gift to show your client that you value them — get creative and have fun!



“Seek first to understand and then to be understood.”

STEPHEN COVEY

The Gift of Your Full Attention

Put your best foot forward by giving your clients the best gift you can give someone — your full attention! Giving your client your full attention shows them you're present, you're listening, and you care. Focus on the relationship you're building rather than the transaction and you'll ignite the desire within your client to refer you to others.

ASK

“You can make more friends in two months by becoming genuinely interested in other people than you can in two years by trying to get other people interested in you.”

DALE CARNEGIE



ASK

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About Them

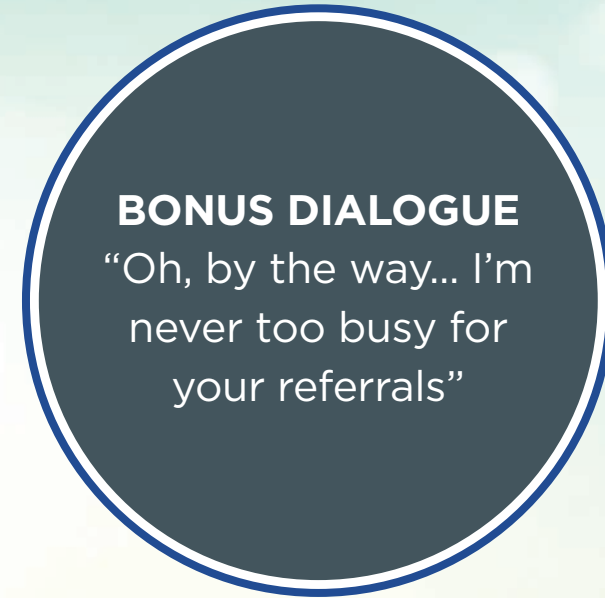
Get to know your client, ask them about their hobbies, interests, or family, anything that you can use to better acquaint yourself with that person. This new knowledge is going to help you create a lasting relationship with them down the road. Once you know what your client is interested in, creating Pop-By gifts and writing personal notes become second nature.

Referral Maker CRM (RMCRM) is a customer relationship management tool, that focuses on generating high quality leads by organizing all of your client's information in one place. RMCRM tracks your relationships, marketing, reports, and so much more!

Are You Following Up?

Following-up with your clients is the best way to show how much you value them. A hand-written note or Pop-By will deepen their connection with you and take your business to the next level. Keeping in touch with your best clients, keeps you top of mind and primes them to be your advocate. Remember, when you give it out in slices, it comes back in loaves.

Psst: **Referral Maker PRO** provides you with all the tools you need to efficiently follow-up on a consistent basis. Items of Value (IOV), Pop-By tags, and note cards included in your membership makes creating and maintaining relationships that much easier.



If They Know of Anyone Who Could Benefit From Your Services?

If you have a great connection with a client and you know they would be happy to refer you to a friend or colleague, let them know you'd be delighted to serve them. If you've put the work in and they're happy with your service, they'll be more than happy to refer you to their friends and family.



RECEIVE

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“To give your best is to
receive your best.”

RAYMOND HOLLIWELL



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Don't Stop Giving and You Will Keep on Receiving

The more you give, the happier your clients will be and happy clients become walking, talking billboards for you! Stay positive and don't grow weary doing good things for others, keep giving unexpected extras and your clients will thank you for it.

Create a Client Appreciation Program

Your clients want to feel loved and appreciated. Ensure they are by sending them a handwritten personal note or Item of Value each month. These resources are powerful marketing tools created for high performance lead generation that can help you grow your relationships and business. Creating a Client Appreciation Program gives you the opportunity to reach out to your clients each month and keeps you top-of-mind!

Learn more about how Buffini & Company can help you give more! | www.buffiniandcompany.com

Keep Following Up

Remember, the day you plant the seed is not the day you eat fruit. Keep following-up with your clients and providing them excellent service and your business will grow.

BONUS TIP

Do you have clients that have slipped through the cracks? Not to worry! Reconnect with past clients by sending them a confession letter. This letter is designed to easily get you back in touch with past clients that you may have lost touch with. Don't forget to introduce them to your Client Appreciation Program!