

## The BIG 3 Dialogue

It's likely there are contacts in your database you have not done a transaction with yet, but who would make great clients once the time is right. If you've mailed Items of Value to these potential clients, it is perfectly acceptable to call and check in to see if you can be of any help. Here are a few ways to start that conversation:

### 1 CAN I BE OF ANY HELP?

"Hi, Jody, this is \_\_\_\_\_ calling. How are you doing?"

"How's the family [...business, chit chat, etc.]?"

"Jody, the reason I'm calling is because I want to know if you received the information I sent you this month on \_\_\_\_\_. I hope it was helpful to you."

"Also, keep in mind if you need a referral to a good trade or service professional, I come across some really good people from time to time..."

### 2 THE VALUE YOU REPRESENT TO ME

"Jody, I just want to make sure you know how much I value our relationship, and I want to build my business by working with great people like you."

### 3 OH, BY THE WAY®...

"Oh, by the way...Jody, if you know of someone who is looking to buy or sell a home, I'd love to help them. So when you come across these people, just give me a call with their name and contact information and I'll be happy to follow up and take care of them for you."

"Does that sound good to you? ...Okay great, Jody, I'll be in touch. Take care."