

The Ultimate B2B Relationship Building Training

How to Close \$10 Million In
Business Per Year Through B2B
Referral Relationships



The
Ultimate
Business
Partners.

A trusted local mortgage guide and the author of *Never Sell Your First Home*, Brendan Donelson will help you learn the crucial steps you need to take to launch your real estate business to the next level.

Contributors



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Accounts Pyramid Prospect Scripts

Opening Call

When looking for a strong opening with a possible new business referral source, try one of the options below. Always do your research before making the call to determine what approach would work best with the referring source. Don't over think this. Any attempt is better than none. Don't leave voice-mails if possible. Live !

<p>The Buddy</p> <p>Trying to get to know a friend of a friend you've heard great things about? Invite your buddy and their buddy for an outing.</p> <p>Sample Open:</p> <div></div> <div></div> <div></div> <div></div> <div></div>	<p>The Mentor/Flattery</p> <p>For the successful business person you look up to & may start referring to you on a trial basis.</p> <p>Sample Open:</p> <div></div> <div></div> <div></div> <div></div> <div></div>	<p>This Town is Small</p> <p>Similar to the Mentor call, state you see their name often in your line of work & think it'd be mutually beneficial to meet.</p> <p>Sample Open:</p> <div></div> <div></div> <div></div> <div></div> <div></div>
<p>I've got Leads</p> <p>Because your businesses are similar, you're looking to share the right leads of yours & they might return the favor.</p> <p>Sample Open:</p> <div></div> <div></div> <div></div> <div></div> <div></div>	<p>I Just Fired my _____</p> <p>You're interviewing them to do your personal business, and might be a referring source in the future too.</p> <p>Sample Open:</p> <div></div> <div></div> <div></div> <div></div> <div></div>	<p>I Host an Event that Helps Others</p> <p>If you have common philanthropical ideals, they may be interested seeing your good work & sending leads your way.</p> <p>Sample Open:</p> <div></div> <div></div> <div></div> <div></div> <div></div>

Closing After Initial Meeting

When looking for a strong close that will lead to a future referral, try one of the four options below. When reviewing your options, remember: be honest. Nothing stinks more than a phony phone call.

<p>Experiment</p> <p>For the business person that already has a person in your role, but has little to lose if they were to start using you.</p> <p>Sample Close:</p> <p><i>"Listen, it sounds like you have a great _____ relationship and have been working together for years. What I found is we don't know what we don't know. Let's do an experiment—for the next 90 days, send your current _____ and I every other lead. I bet that we'll work well together. If I could help you close even one more deal than he/she does, can I earn more of your business?"</i></p>	<p>Follow-Up</p> <p>For the prospect that's open to working with you, and places a strong emphasis on knowing his/her team personally.</p> <p>Sample Close:</p> <p><i>"Before we start working together, I feel that it is important that we set a follow-up appointment at my _____ office so you can see where your clients will go. We want you to know that we will represent you in the highest fashion. I also want you to meet my team so that you feel comfortable asking any of us for help."</i></p>	<p>Interview</p> <p>For the person that is looking for someone in your role, but has others competing for the job or is hesitant to commit.</p> <p>Sample Close:</p> <p><i>"The truth is there is no way for us to really know we are a good match for each other until you try me out. I would like to interview for the job of being your _____. The way the interview works is you send me your next three deals and at the end we get together to discuss what did or did not go well. If I pass the interview, we will keep working together. If not, at least we both know."</i></p>	<p>High-Alert</p> <p>For the source that is going to start working with you, & you want to communicate that you will be waiting for their leads.</p> <p>Sample Close:</p> <p><i>"You said you get _____ leads a month, and have a good conversion ratio from this. I am going to tell my team to be on high alert for any emails or phone calls from you or your _____ team. I will plan to follow up with you in two weeks to review the leads and our progress together."</i></p>
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Date of Meeting:

Name:

Initial Questions for a Realtor to Ask at a Business Meeting

‘Rapport Building / Values’ Theme

1. What got you started in your business?	2. What was your “past life” before your current career?
3. How do you spend your time when you are not working?	4. Who are some of your top influencers/mentors?

‘Goal Oriented’ Theme

1. How has your business been this year? How many clients did you help?	2. Do you track your leads? If so, how?
3. How many clients would you like to help annually?	4. What are you doing to grow your business?

‘Possessive / Assume the Sale’ Theme

1. Which Realtor (s) do you currently refer your clients to?: a. Who? _____ b. How long? _____ c. What do they do well? _____ d. How could I be your backup? _____	2. What’s the important about referring and working with a Realtor to you?
3. If you were to sell your own home or property, who would you work with? What causes you to trust them with your personal business?	4. Would you be against referring each other 3 clients this month to start to see if we are a good fit?

‘Flip The Sale’ Theme

1. If I were to refer you a client, walk me through your process—what should I expect to see?	2. What makes you different from your competition? And how would that help my clients?
3. Could you provide me some of your clients surveys or testimonials?	4. How would you like me to refer you to potential clients? What type of introduction do you like best?

My Accounts Pyramid

Channel Accounts= 1 closing a month
Accounts– Average 1 closing per quarter
Top 50– have referred leads or closed up 3 deals total
Prospects– People you want to start referring business

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Accounts

1.	6.	11.	16.	21.
2.	7.	12.	17.	22.
3.	8.	13.	18.	23.
4.	9.	14.	19.	24.
5.	10.	15.	20.	25.

The goal is to focus on our key relationships. Take each name and focus on what they need and take care of them. With new prospects, have a great interview system. With Top 50 and above, have great systems. Your goal is to take each name UP the pyramid. Eventually, your pyramid will be top heavy. Always re-member that Prospects are a renewable re-source.

Top 50

1.	8.	15.	23.	30.	37.	44.
2.	9.	16.	24.	31.	38.	45.
3.	10.	17.	25.	32.	39.	46.
4.	11.	18.	26.	33.	40.	47.
5.	12.	19.	27.	34.	41.	48.
6.	13.	20.	28.	35.	42.	49.
7.	14.	22.	29.	36.	43.	50.

T R U S T B A R R I E R

Prospects

1.	5.	9.	13.	17.	21.	25.	29.	33.	37.
2.	6.	10.	14.	18.	22.	26.	30.	34.	38.
3.	7.	11.	15.	19.	23.	27.	31.	35.	39.
4.	8.	12.	16.	20.	24.	28.	32.	36.	40.