#

# BUSINESS to BUSINESS SCRIPT – People With Whom You do Business

Hello \_\_\_\_\_\_\_\_\_\_\_\_\_ (their name), this is \_\_\_\_\_\_\_\_\_\_\_ (your name) … I’m a (member/patient/client) of yours. <<oh yes, hello!>>

I know we have been in relationship for a while now, and I always refer you when someone needs a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (occupation). <<thank you!>>

Of course! So…This thought occurred to me… are you taking new (patients/clients/members)? << yes>> Great! I’m taking new clients too – you remember that I sell Real Estate at a high level here in Southwest Florida, right? <<yes>> Perfect! So, since we both need new business everyday… I would like to propose that we work together to refer customers to each other, would you be willing to do this? <<well, sure>>

Great, who do you know right now that is looking to buy or sell that could use my help? << no one right now>>

OK, what I would like to do is check in with you quickly each month just to see how your business is going and to remind… both of US… to refer business to each other, would that be OK? <<well, I guess, sure>>

Great, in the meantime, if you hear of anyone who needs my help please give me a call and I will do the same for you. <<ok>> Thanks, I will talk with you next month!

<<I always give my business to \_\_\_\_\_\_\_\_\_ (name of another Realtor®) Hint*: do not comment about the agent>>*

That’s great, and I appreciate that loyalty… I don’t want to step on any toes. So, let’s do this – you don’t need to refer me ALL your real estate customers, just maybe one, once in a while. I’d like to get into the rotation and earn the business over time. That’s fair, right? <<sure>>

BACK TO ARROW