

Your Preferred Provider Network



After analyzing your **Fruit of the Tree** you should be able to choose the top 3 of each category. These 3 become your **Preferred Providers**, the ones you choose from when a client is looking for a provider.

Through your list of Preferred Providers you will have the ability to resolve any issues a client has, by matching the client's needs with the personality of one of the 3 Preferred Providers in a given category. This allows the preferred provider to then become a Strategic Partner to you.

If you develop 8 lines of professionals to work with, they all become referral sources to you. This is your Give vs. Get.

We all know there is just so much business to be given out, so highlighting the top 3 in each category gives you control of your Strategic Partners and your contact network.

Focus on your Strategic Partners

- Learn their needs, goals and objectives so that you can be involved with each one
- Schedule a breakfast meeting once a quarter to review each others needs and successes in the partnership – and essential step in being a Strategic Partner
- Continually work to make the relationships stronger with each meeting. The more contact, the more face to face, the more the “pipe-line” continues to fill from each one.

“GIVE vs. GET”

Once you are in control of your **Preferred Provider Networker**, you have the opportunity to measure the amount of opportunities you're receiving from your Providers. If you notice that you are "giving" and one of your Providers is not being pro-active for you, its time to sit down and review the relationship. Most times this awakens the Provider. If not, then its may be time replace this Provider in their category with another preferred relationship.

You will see that you are developing 24 profit centers, any of which could bring you an opportunity at any time. Pipeline filling coming through 24 pipelines will give you constant activity. But, the volume stays flowing only as long as there is ***follow-up, follow-up and follow-up.***

As a **Pipeline Facilitator** you must always be aware of what opportunities you are giving. You can never sit back and feel that the flow will never stop. Just as you measure your providers, they are also measuring you by your pro-activity.

Our next discussion will be how and what system do we need to implement to have constant control of our "**Preferred Provider Network**".

“GIVE vs. GET”