



PEARLS OF WISDOM

“How To Make Your Relationships RAVING FANS”

1) STRATEGIC PARTNERS

Work with them to Increase their business/practice by giving them added value. Make Introductions; use your network as a tool to bring value to your STRATEGIC PARTNERS as well.

2) CROSS SELLING

Within your Client Base “Cross Selling”:
Educate yourself on your Clients needs. Who do they need to meet to increase their opportunities?

Look at your Client Base/Network Partners for an opportunity to assist that client. You’re a Champion to both. Your rewards are Endorsements from both that increase your opportunities. “Everybody WIN”.

3) ENDORSEMENT LETTERS

An important reward also is to request Endorsement Letters from your Clients. This letter states the Value you have brought to them. This creates the “Raving Fans” thought process.



4) MEDIA KITS

Create Media Kits to be given at the end of a meeting. That can be One/One or a Facilitated Networking Meeting.

Include in the kit:

- Your Bio
- Your Companies Services/Products
- Your Companies Mission Statement
- Your Companies Awards
- Your Endorsement Letters

Let your *“Raving Fans”* tell the Market Place *“Why You”*.

Implement the CFL Referral Program into your practice. This will enable you to receive 6 Endorsements from every client you presently have and all new clients and relationships you will garner in the future.