7 Levels of Communication

Presented by
TOO OFTEN
WE UNDERESTIMATE
THE POWER
OF A TOUCH I A SMILE
A KIND WORD
A LISTENING EAR
AN HONEST COMPLIMENT
OR THE SMALLEST
ACT OF CARING

ALL OF WHICH HAVE THE
POTENTIAL TO
TURN A LIFE AROUND

leo buscaglia
THE SEVEN LEVELS OF COMMUNICATION

Go from relationships to referrals

by Michael J. Maher

The Four Enriching Rituals
- Morning Ritual: Affirmations, Exercise, Personal prep, Blessings book
- Post-Leave Ritual: Clean desk, write list, set 10 calls, get set for the next day
- Pre-Sleep Ritual: Bedtime routine, reading, visualization
- Sunday's Ritual: Review schedule, reading, visualization

Community:
- Family
- Recreation
- Occupation
- Goals

The Success Series

The Communication Pyramid

Handwritten Notes
Electronic Communication
Direct Mail
Advertising
Reaching out
Meetings
Events & Seminars
Phone calls

1st 1/4, 1/10

Focus on the People

The Numbers - Take Care of themselves

The Great Retrace

Triangle of Trust
Spokes to Hub
Referrals

The Love to Tell you about the 7 Levels of Communication and invite you to join the Generosity Generation

Each One Teach One

I need help!

Rick Masters

The 5 Most Powerful Referral-Generating Questions of All Time

Learn Implement Evaluate

LIFE

I'd love to tell you about the 7 Levels of Communication and invite you to join the Generosity Generation.

My Business is down, my ads aren't working.
CHASE CYCLE (Cycle of Discontent)

CHASE

BATTLE (Under-Deliver)

FIGHT (Corner)

CHASE (Over-Promise)

FIGHT or FLIGHT

BROADVIEW MORTGAGE
Mortgage Bankers Since 1988
Affirmations:

- I am a master implementer. <Clap>
- I am a referral-generating machine! <Clap>

Action Item #1: 5 Affirmations Daily for 3 weeks.
BOOST!

- Mindset Matters (Why)
- Minutes Matter (When)
- Mentors Matter (Who)
- Momentum Matters (How much, How fast)
- The Map Matters (What & How)
Accountability Partner!!

- WHO is your Accountability Partner?
- E-mail: Do you have an Accountability Partner? If so, who. If not, get one at www.Facebook.com/ReferralGuru
Go from “having a database” to “leading a Community”...

- Why is BOOST! SO DANG POWERFUL?!
- The Mathematics of Database Marketing
- Let’s start with Dunbar’s Number: You know 150 people.
- NAR Mobility rate = people move 1 out of every 5 years
- 20% of people you know are moving.
- 150 x 20% = 30 people = Potentially 60 buy/sell transactions! Just in the First tier!
Be the Mayor of Your Community...

- 150 people know 150 people = 22,500!
- 22,500 x mobility rate = 4500 people = 9000 potential transactions from the first two tiers of a database of 150 people!
- Did you know you had a Personal Community of 22,500 people?! Be the Mayor of Your Community!
- *Worst Case Scenario: With Mobility Rate of 1 in 10, 15 moving every year. 22,500 x 10% = 2250 or 4500 possible transactions.*
The Relationship Scale

Never Met | No Chemistry | Cordial & Friendly | Client | Ambassador
--- | --- | --- | --- | ---
0 | 1 | 2 | 3 | 4
5 | 6 | 7 | 8 | 9 | 10

Referral Zone
Lessons from The Relationship Scale

- START NEW, START FRESH!
- Old relationships will be harder to change than new relationships
- It is easier to take a 0 to a 10 than it is to take a 5 to a 7.
- You have most likely NOT met your best referral source yet!
- We need a Momentum System.
Start with your Pick 25...
The Value Rule

- All people are created equal; however, they have unequal values to your business.

0 Referrals 9 Referrals
Grade your 25

- A+ = Ambassador = MORE than 1 referral in the last 12 months
- A = Champion = 1 referral (regardless of outcome) in last 12 months (or EVER).
- B = Potential Champions = you just don’t know.
- C = Friends & Family = 0 Referrals
- D = Deletes/Drip Campaign only
Plan for Each Grade

- For (Grade), I’m going to Communicate (this way).
- For example:
  - Drip Campaign for EVERYONE
  - C’s: 1 call per year
  - B’s: We’ll cover this later 😊
  - A’s: 4 calls/year, Two 1-on-1s
  - A+: 12 calls/yr, Four 1-on-1s
Set a Referral Goal

- I will give (2x) referrals and receive (1x) referrals in (time period).
- Example: I will give 50 referrals and receive 25 referrals this year.
- **E-Mail:** What is your Referral Goal for this year? a) 25, b) 50, c) 100, d) 200+
- Track (where, how, review how often)
- Share this early and often. Social Media.
Get Real-Time Referrals!!

Post NOW on your Facebook Personal Page:
My Referral Goal for the next 14 days is to give 10 referrals and receive 5 referrals. How can I help you or someone you know? I am here to help...
Guaranteed Response E-mail

Subject: Hey, <<fname>>, I have a couple, quick specific questions for you...

Hey <<fname>>!

Hope all is well!

Wanted to touch base. I have a couple of specific questions for you. Could you please call me at your earliest convenience at <<phone number>>? It’s not an emergency, but when you have a second, please give me a call. I promise to only take a minute or two of your time. Thank you in advance.

Talk to you soon!

<<yourname>>

P.S. If somebody else answers the phone, please let them know I need to talk to you. Thank you. That’s <<phonenumber>>.
Are You the Chosen One?

- “I was just curious... if you had a friend or neighbor who was looking to sell their home, who would you recommend they call first?”
- The 4½ Responses...

KNOWING is ALWAYS BETTER than WONDERING!
Google Alerts

Read www.7LBook.com/googlealerts
This week’s assignment!!!

5 Affirmations and 5 Appreciations Daily
Get all filed for your Pick 25 done on Boost! 150
Set your referral goal + share on facebook
Grade your Pick 25 (A=, A,B, C,D)
Have call/meeting with your Accountability Partner
Practice “Are You the Choosen One” script 10 times
Send Guaranteed Response email to Pick 25
Return calls, ask Are You the Choosen One?
Move to A,C, or D based on the answer
Set up 1-on-1s with at least four A+’s and/or A’s
Read [www.7Lbook.com/googlealerts](http://www.7Lbook.com/googlealerts)
set up a Google Alert for ALL of your Pick 25!
Extra Credit – facebook.com/referralguru and set up an accountability partner
THANK YOU for your time today!

Our commitment to Realtors

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• Communication (Tuesday Status Updates)
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THIS CHANGES EVERYTHING!

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- www.facebook.com/groups/agentmastermind

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  - Using Facebook to WIN your next listing appointment
  - Phoneburner.com for agents
  - Marketing to your database in 2014 for massive success
  - Get with the loan professional that sent you to this class for the replays and power points

Using Facebook To Win Your Next Listing Appointment

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UNLEASHING THE POWER OF SOCIAL MEDIA

BUILDING A SUCCESSFUL SOCIAL MEDIA STRATEGY FOR 2014
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Farming Your Database

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How To Get More Referrals & Closings
By Secret Phone Technique

And we all know that the money is made by making phone calls.

PhoneBurner & Scripts For Real Estate Agents