

Generating Business From Your Sphere of Influence

How many people do you know?

What is a Sphere of Influence?

The advantages of Sphere of Influence prospecting:

Three steps to setting up your Sphere of Influence:

1. _____
2. _____
3. _____

WHO DO YOU KNOW?

- | | |
|--|--|
| <input type="checkbox"/> Immediate family | <input type="checkbox"/> Parents of children's friends |
| <input type="checkbox"/> Recreational partners | <input type="checkbox"/> Former coworkers |
| <input type="checkbox"/> Civic activists | <input type="checkbox"/> Neighbors |
| <input type="checkbox"/> Merchants | <input type="checkbox"/> Former neighbors |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Friends |
| <input type="checkbox"/> Hair stylist | <input type="checkbox"/> College classmates |
| <input type="checkbox"/> Letter carrier | <input type="checkbox"/> High school classmates |
| <input type="checkbox"/> People at the bank | <input type="checkbox"/> Church members |
| <input type="checkbox"/> Corporate executives | <input type="checkbox"/> Club members |
| <input type="checkbox"/> Insurance agents | <input type="checkbox"/> Doctor |
| <input type="checkbox"/> Restaurant personnel | <input type="checkbox"/> Chiropractor |
| <input type="checkbox"/> Car salesperson | <input type="checkbox"/> Holiday card list |
| <input type="checkbox"/> Car service personnel | <input type="checkbox"/> Your personal phone directory |
| <input type="checkbox"/> Roofer | <input type="checkbox"/> People at the health club |
| <input type="checkbox"/> Decorator | <input type="checkbox"/> Spouse's work contacts |
| <input type="checkbox"/> Plumber | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Painter | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Dry cleaner | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Clergy | |
| <input type="checkbox"/> Out-of-town family | |
| <input type="checkbox"/> Spouse's relatives | |

CONTACTING YOUR SPHERE OF INFLUENCE

Five people you know:

1. _____
2. _____
3. _____
4. _____
5. _____

Basics of a Sphere of Influence contact:

1. Initiate appropriate “small talk”
2. Let them know you are with COLDWELL BANKER® (if they don’t know already).
3. Ask questions to determine if this person has any real estate needs of their own. If so, offer to help them.
4. Ask questions to determine if they know anyone who has a real estate need. If so, ask for the referral.
5. Thank them for their time and leave the door open for future contacts.

Remaining visible in your Sphere of Influence:

1. Frequent contacts in person and on the phone
2. Other ways to stay in front of your Sphere of Influence: