

## **The 4 times you can swish a compliment back to your referrer**

We want to do three things when you get a compliment. Number one validate it and amp it up and lock it in as you get that complement, step number one. Step number two is if you can, if it's appropriate take that complement and swish it back to the person who gave you the referral in a first place.

Here are four times when you can do that:

Number one you can do that every time you open a new account. So a new referral, somebody sits down with you, they like what you're talking about, you guys click there is a rapport, there is trust and we are sitting there and I say, "I'm looking forward to working with you thanks for solving all my problem, blah, blah, blah." You could say, "Do me a favor? On the way out stop by Margaret desk and let her know that we connected to, that we are going to be moving forward. And you really appreciate that she cared enough about you."

Number 2 is if you meet with somebody that you connect with but don't decide to do business because they are better off in CD's, or they are not a long-term investor or they don't have enough money or they should be paying down their credit cards or whatever the reason is that you still had a pretty strong connection. Still go ahead and send them back and say, "even though I don't think this is right for you I am really glad that Margaret went out of her way, cared enough about you to make the introduction. You know what she would really appreciate it if you were just by her desk on the way out and say ' thanks to caring enough about me from making the introduction. I am excited to know that this division exists."

Step number three is in the 90 day dazzle as you begin to execute that into your practice at statement day plus 20, were going to have that telephone call and on that telephone call we are going to ask, "how are we doing so far?" And feedback is going to be great. The worst feedback that you tend to get from that is you are performing in line with my expectations, and you typically get that from CEO's, Vice Presidents, or retired military personnel who are saying, "you are doing a good job soldier keep up the good work. I wouldn't have given you my money if I didn't think that was what you were going to deliver and you are executing with excellence, I appreciate that." But from there it goes "you are good! You are great! You're phenomenal! You are the best I have ever worked with!" This is a great opportunity to say, "now that we have been together six weeks Margaret made the introduction six weeks ago do me a favor give her a call and give her that feedback. I know she will really appreciate that."

The last one of the four complement swishes is in the types of markets when you are talking people down off the ledge and they say something to the effect of, " I knew you were going to say that but to some reason I just feel so much better when I hear it from you. So thanks are taking their time to run through this again, I know you've done this a for me a couple of times but it just makes life a lot easier for me." Boom!

There's another one and even if it is four years, five years, six years or two of three or whatever into the relationship if the person who gave you that referral is still somebody that has got relationship with you. You want to be sending that complement back to them.