



## *TurboCoaching Corner* with “Jimmy Z”

### **The Phone Rings, and They Ask You To Finance Their House!**

By “Jimmy Z” Zawiski of TurboCoaching.com

**H**ow do you get THAT to happen much more often??

The very best way most successful Loan Originators will tell you, is to consistently develop “Advocates” of your business. In fact, I’ll go as far to say that the very most important Skill you can have in your role as a Mortgage Professional, is to be able to consistently compel everyone you work with (or know for that matter) to be your eyes and ears out there and promote you when any financing opportunity comes up.

How can you compel them to not just mention your name, but also offer to others “Should I have him/her call you??” Then, actually call you with their number and tell you they gave them yours!

What if just 1 out of 10, 10% of the people you’ve done business with over the last year were out there now talking you up each month, and making the phone ring with requests like that??

Would it make a minor impact or a major impact on your business, time *and* income??

Well how about some quick and easy “Turbo Coaching” full of hot tips you can implement immediately to develop more “Advocates” of your business!

# The Advocate Strategy

Checklists are the easiest to implement, so give these steps a shot, and see what happens!

1. **Make a list of 10 – 20 of the most influential people you know. Get a piece of paper right now and start writing. People whom a lot of others know and respect. People who meet a lot of people each week are best. People whom you’ve done business with and are very grateful for your contribution.**
2. **Make a manila folder for each person. For real. Put them in a special place in your filing cabinet or desk that is easily accessible, and you will see often to trigger you to use the strategy.**
3. **Make a list of everything you know about them: personal, professional, interests, hobbies, etc. You can actually make a template or form if you’d like so you’ll remember better. One of the best Net workers I’ve ever met is Harvey Mackay who wrote “How To Swim With The Sharks Without Being Eaten Alive!” He owns an International Envelope Company. Go to [www.Mackay.com](http://www.Mackay.com) and click on his “How Harvey Can Help” link. Then download his “Mackay 66™” questionnaire for a real good starter here. You can also get another version in The Wisdom Well™ at <http://www.TurboCoaching.com/WWBiz.htm>**

**The goal is to tune up your radar and pick up lots of information about the person that can help you make a difference for them. You don’t need to know all about them, just pay attention and capture what you do know about them, and start there.**

4. **Collect articles and ideas that appeal to their hobbies, interests and goals, and put them in their folders. It gets real easy if a few of them like Golf, or are parents or have toddlers to potty train, like Gardening or crocheting. There’s all kind of things that people like and have in common.**
5. **Find them with Google, Amazon, at the library, in magazines and newspapers. You don’t have to buy them books they are interested in, but could you search on a topic, then if you (hit File, Send, Page by e-mail and) send it to them from your browser with a note “I saw this on Amazon, and thought of you!” Would it still be a nice thing to do for them? (and economic with time and money!)**
6. **Invest two to four hours a month into your strategy; Copy the articles and send notes with “Thinking of You” hand written on Post-it notes.**
7. **Collect ideas for “Premiums” like refrigerator magnets, not just with your name and number on it, but perhaps also with a favorite quote or appealing shape and artwork that increases the odds they will keep it handy. The curved over letter openers have a longer shelf life as well.**
8. **The basic question to ask yourself is – “What can I do for them?” and then come up with resources you can e-mail or send them with a couple of your cards in the envelope.**

9. **Once you've got your mechanism in place to collect, manage and send out your resources, you need to memorize a good "Pre-Frame" that sets up the opportunity to support them, because you've asked for their help and they agreed.**

**An example of what you can say after you've built up a rapport and they are in a great "State" of mind is:**

**"You know it has been a business doing pleasure with you! I wish I had a hundred customers like you! Name, I wonder if I can ask *you* a favor, because I can really use *your* help??"**

**"Well Sure! What can I do for you?"**

**"My business grows the most from referrals. I wonder if you would be willing to be kind of like my eyes and ears out there, and pass my name and number along to anybody you come across that is considering a real estate transaction?"**

**"Of course, I'd be happy to!"**

**"The best thing you can do for me is to ask them "Should I have them call you?" and then pass along their name and number back to me, so I can be sure to get in contact with them!"**

10. **This communication frame when adapted to your style is a simple and effective way to set up the relationship for them to support you. Now if *you* consistently go the extra mile to support them in their interests and goals with resources, will you elegantly create some reciprocity and willingness on their behalf to contribute back to you?**

**I hope you enjoy this strategy, and it makes a tremendous difference for you and your business!**

*"Jimmy Z" Zawiski runs [www.TurboCoaching.com](http://www.TurboCoaching.com) , a Personal and Professional Development Resource site and Training Center you can utilize to make a difference in you career and your life!*

*You can call to set up a personal "Turbo Coaching" session or Register for his "Turbo Coaching For Sales People! Seminars at [www.TurboCoaching.com](http://www.TurboCoaching.com) or by calling us directly at 888-Go2-Grow (888-462-4769). A Complimentary "Skill-Drill" on this topic at a Staff Meeting is also available to qualified offices on a limited basis. Call and ask about it at 630-455-6545!*