



When we focus our attention on one thing, we are more prone to find it all around us. It could be someone named Sheila, a certain old song that we believe we haven't heard in years, or yellow cars. It's a valuable asset that our minds can offer, and learning to use this skill for business is crucial to our efficiency and effectiveness.

Assignment:

Create a list of some verbal triggers that lead you to people who are likely to provide you with business or referrals. They could be phrases that indicate a real estate change such as: moving, upsizing, new job, relocating, expansion, divesting, vacation, investing, etc.

Now, teach your primary SOI and business allies this list and why it is important to you. It's only reasonable that if they know what to look and listen for, that you will receive more referrals. It's not reasonable to expect them to know your triggers – you must teach them.

