

Connection to Referral Partner Conversion

How to Conduct a Marketing Meeting to Engage Your Referral Partners



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How to Conduct a Marketing Meeting to Engage Your Referral Partners

The initial meeting with a referral partner sets the tone for the relationship and can be the difference between a long, lucrative partnership or another missed opportunity. In order to build rapport, the key is to focus on creating a real connection through asking compelling questions about your referral partner's business, rather than pitching your own products or services.

But how do you maintain momentum and continue to nurture the connection after the first meeting?

Focus on how you can use your unique gifts to provide value. Just like you, your Realtor partners are always looking for new and creative ways to market their business. You don't have to be a marketing expert to conduct a marketing meeting. You have access to a wealth of information online; it's just a matter of you taking the time to do the research for them.

You can use a 'lead magnet' to grab their attention. Simply perform a Google search such as: "*top marketing trends for Realtors*" or "*how to grow your business as a Realtor in today's market*" and create a simple branded document to share with them at the meeting.

The follow-up marketing meeting is an opportunity for you to own your expertise and to help your referral partners expand their business and become influencers in the marketplace.

If you focus on creating value for your referral partners and cultivating authentic connections, you can foster successful partnerships that will help you propel your business, increase your income, and expand your referral partner network!

GAIN CLARITY ON YOUR REALTORS' MARKETING PLAN

You don't have to be a marketing expert to be a valuable resource to your referral partners. The beauty of the second meeting is that you get a chance to share your unique gifts to help your referral partners expand their business. You can share your gifts of marketing, sharing information on the financial markets, what's impacting the current Real Estate market, how to use social media to grow your business, how to use video to expand your influence, etc. Listen to your referral partners and offer suggestions.

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12 QUALITY MARKETING QUESTIONS TO CREATE CONNECTION

1. What are you doing to market your business?

2. What is working currently for you and what is not working?

3. Are there other ways to market your business you have not yet implemented?

4. Do you use a CRM or database management system for client communication?

5. Are you using social media to market your business? If so, what platforms?

6. Are you using video to market your business or new listings?

7. Where are most of your leads generated from?

8. Do you have a particular geographical area that you concentrate your efforts on?

9. Do you ask your clients for referrals and testimonials?

10. Do you have a platform for clients to post testimonials?

11. How do you establish clear goals of how you want to grow your business?

12. Given the current state, what are your biggest marketing challenges?

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How to Conduct the Follow-Up Marketing Meeting

Focus on creating value for your referral partners and cultivating authentic connections so you can foster successful partnerships that will help you propel your business, increase your income, and expand your referral partner network!

You don't have to be a marketing expert to be a valuable resource to your referral partners. The goal is simply to share your unique gifts to help your referral partners expand their business. Share your gifts of marketing, knowledge of the financial markets, trends influencing the Real Estate market, social media strategies to grow your business, how to use video to expand your influence, etc. Listen to your referral partners and offer suggestions.