

# Generate More Referrals

## Through Business-to-Business Networking

When your clients are ready to move into their new homes, are considering a home renovation or need the name of a great restaurant, who do they call? **You are the connection between your clients and the businesses in your community.** If you have educated your clients well about your desire to be their trusted advisor whenever they need a great professional, tradesperson or service they call you! Only you can provide both groups great value by looking for ways to connect them. By cultivating a service mindset and giving referrals whenever possible, you may find that you'll receive referrals as well.

There are at least **26 services** involved in a single real estate transaction, giving you more than 26 opportunities to connect your clients with the businesses in your database. However, you don't have to wait for a closing to reach out to these businesses; organize a business mixer and get networking.

### The Advantages of Business-to-Business Networking

- **High-quality referrals.** Business relationships produce better referrals. Since the recommendation is from a professional, it carries more weight for many potential clients.
- **Higher economic quality.** Homes sold to clients referred by businesses have higher average sales prices.
- **It's easier to ask for a referral from a business.** It's easier to ask fellow business owners for referrals, especially if you refer customers to them. It only takes a second to remind them, *"Oh, by the way...I'm never too busy for your referrals."*



### Make a List of Your Business Relationships

If you're not sure who to invite to lunch or an upcoming business mixer, it may help to sort and qualify your business relationships:

**A+ business owners** endorse you and refer their customers to you.

**A business owners** lead the businesses that you refer and do a great job for your clients.

**B business owners** are owners that you know and are connected to.

**C business owners** are business owners that you know of and wish to do business with in the future.

#### 7 Easy Ways to Connect with Business Owners

- Be friendly
- Exude confidence
- Have the right motives
- Seek to provide value
- Find common personal interests
- Stay in contact
- Nurture the relationships



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# How to Host a Business Mixer

A business mixer gives you the opportunity to serve other business owners, deepen your relationships with them, build trust and establish your position as the hub of your business community. Additionally, your favorite business owners have the opportunity to network with their peers. Here are some tips to help you plan your next business mixer.

## Start Small

Invite only your A+ business owners to your first mixer. As you become more comfortable hosting these events, include more of your business network.

## 3 Easy Business Mixer Ideas

You don't have to break the bank to host a great mixer. In fact, you can ask each guest to chip in a small amount of money to cover the costs. If you have a conference room at your office or a relationship with a local restaurant or coffee shop, see if you can host your event there.

### Breakfast

- Choose morning favorites such as bagels, muffins, juice and coffee.
- Reserve space at a local diner or café, and have each person pay for his or her own meal.

### Lunch

- Set out sandwiches, drinks, chips and cookies in a conference room at your business or reserve a room at a restaurant.

### Dinner

- Order pizzas and salad from a local restaurant and supply beverages such as soft drinks and water.
- If a restaurant owner is part of your business network, ask if you can host the event at his or her restaurant.

For future mixers, encourage business owners to bring another business professional in the community.



## To Do: Business Mixer

### 3 TO 4 WEEKS BEFORE THE EVENT

- ✓ Select a date, time, budget and location
- ✓ Create an agenda
- ✓ Finalize your guest list
- ✓ Call your guests to invite them to the mixer
- ✓ Send a follow-up email that includes event details and directions
- ✓ Follow up with people who haven't responded
- ✓ Call guests to confirm their attendance
- ✓ Send out an email reminder

### DAY OF THE EVENT

- ✓ Arrive early to greet guests
- ✓ Bring the guest list, name tags and pens and a box to collect business cards
- ✓ Announce when you plan to hold the next mixer, if known

### AFTER THE EVENT

- ✓ Call guests to thank them for coming
- ✓ Write personal notes to your guests
- ✓ Update your business database