

# Tap Into Your Sphere of Influence

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You may be asking - who or what is in my “sphere of influence”? These are people who you regularly deal with - potentially daily - and are respected by large numbers of people or businesses. They are people in the following categories:

- Chamber of Commerce
- Locksmith/glass companies
- Construction related firms
- Property managers
- Insurance/realtors
- Business/civic leaders
- Successful salespeople
- What others can you think of?

Keep your mind engaged in this. Look for people who can make a difference for you. Get to know them. Use them to

help you find people, but also give them people who can use them as well. In other words, give them back a sphere of influence. Develop relationships, and make it work for you.

These people are excellent contacts because of their ability to gain access to, and enjoy the confidence of, the prospects who want to buy.

While individuals in your sphere of influence may not be prospects themselves, they are generally agreeable to assist in identifying the prospects you desire. Work your sphere of influence with a high degree of respect and professionalism, and you will be handsomely rewarded.