

# People You Know

May 2021



In March, I introduced the four prospect banks. So far, we have gone over two of them: current customers and your sphere of influence. Today we will talk about the third category, which is people you know.

These are contacts with whom you have a personal acquaintance:

- Friends
- Family
- Church members
- Club members
- People you buy from (gas, groceries, etc.)
- Community/service clubs
- Others?

Everyone you know should be aware of what you do for a living and the types of services you provide. If they don't, tell them. If you don't want to tell them because you are ashamed of what you do, change your occupation.

One very important point for you with this audience: Only ask them to buy once. Then leave the decision to them to bring up your services in the future. Why? If you try to sell them every time you see them, you'll soon not see them at all. You can tell them you'll appreciate their referrals. You can even tell them about a referral fee. But then, leave it alone!