

Facebook is Referrals on Steroids

When to use this:

- Get referral business on social media
- With the vendors at the time of offer and acceptance

Script & Dialogue:

“Mr & Mrs Vendor, were you happy with everything?”

[if Yes] “The way we get business is by having other vendors talk about us in a positive light. We’re big on social media, is it ok if you gave me a one sentence short testimonial on what you thought of me and my service?”

[if Yes] “Can I ask you to also tag me when you post?”

Why this is so effective?

- When the vendor publicly raves about your services, this is often more effective than personal advertising
- The vendor’s friends and your friends / associates will all see the recommendation
- It’s not what you say to the market, it’s what the market says to the market about you.

Corresponding video on Real Estate Gym:

<https://realestategym.com.au/membership-dashboard/scripts-dialogues/script-referrals-on-steroids/>