

USING The F.O.R.D. Technique

FAMILY – OCCUPATION – RECREATION – DREAMS

Use the F.O.R.D. Technique to make sure that you are building relationships with your Past Clients, Sphere of Influence, to help you have better conversations during your B and C Buyer lead follow up, and during prospecting. Be sure to take notes on your Buyer or Seller Information Sheets regarding the conversations and important information that you will learn during your calls. This way you will be able to use the information on future calls to make sure that you are building relationships that last!

F stands for FAMILY

How are you doing?
How is your family doing?
How is (spouse)?
How are your kids?

O stands for OCCUPATION

How is your job going?
How is your business doing?
Are you looking forward to retirement?
How long since you changed companies?

R stands for RECREATION

What have you been doing lately?
So, are you still (riding bikes, sailing, racing cars, etc)?
By the way, how was your trip to _____?
Just out of curiosity, what are you doing to enjoy yourself?

D stands for DREAMS

So, what are your plans for the future?
Just out of curiosity, have you made any vacation plans yet?
So, what are your plans for the holidays?
So, what will you be doing with your time now that you have retired?