



The F.O.R.D. Technique

Using the F.O.R.D. Technique to make sure you are building relationships with your past clients, SOI. It even comes in handy when making small talk with people you don't know well. Use this technique when contacting your B and C buyers as well as your SOI and Top 50. Make sure you take notes on these people and put the notes in your CRM. Then, when they are ready to become A buyers or sellers, you will have a large number of notes on them and won't have to start from scratch.

F. Family

- How are you doing?
- How is your family?
- How is (Spouse)?
- How are your kids?
- How are the in-laws?
- How are your parents?

O. Occupation

- How is your job going?
- How is your business doing?
- How long have you been at your current job?
- Are you looking forward to retirement?

R. Recreation

- What have you been doing lately?
- Are you still (skiing, running, drawing etc.)?
- How was your trip to _____?
- What are you doing to enjoy yourself?

D. Dreams

- Are you going anywhere fun for vacation?
- What are your plans for the holidays?
- What are your plans of the future?

