

Being a Proactive Trusted Advisor

With Larry Kendall

Resources: *The Trusted Advisor* by David H. Maister, Charles H. Green and Robert M. Galford
How We Decide by Jonah Lehrer
The New Art and Science of Referral Marketing by Scott Degraffenreid and Donna Blanford
The Ultimate Question by Fred Reichheld

A. What is a trusted advisor:

1. Places a higher value on the _____ than the _____.
2. Makes a _____ in the relationship up front without guarantee of returns.

B. 3 Core Skills of Trusted Advisors:

1. _____
2. _____
3. _____

C. **Core Skill #1: Earning Trust**

1. Professional Trust Survey (Harris Poll)

- _____% completely trust their doctor
- _____% completely trust their Realtor
- _____% don't trust their doctor at all
- _____% don't trust their Realtor at all
- _____% somewhat trust their Realtor
- _____ are the least trusted

2. 5 Keys to Building Trust (Yale University Research)

- Trust Key #1: **Your Look**

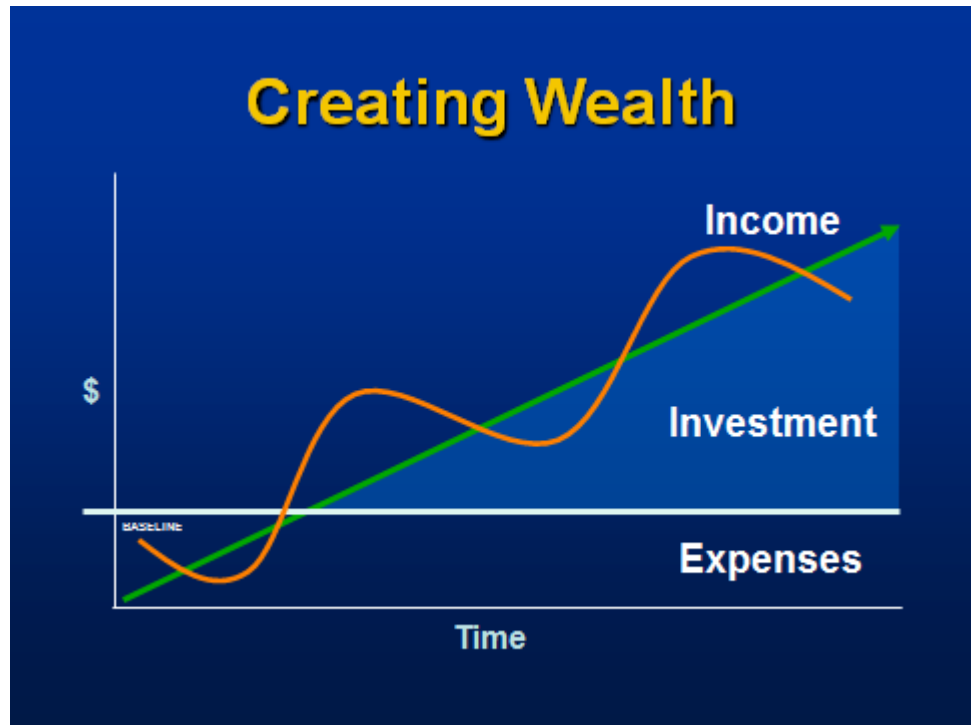
- _____
- _____

- Trust Key #2: **Your Energy**

- _____
- _____
- _____

“Don’t get attached to the outcome.”

The Realtor Prayer: _____



- Trust Key #3: **Confidence**

- _____
- _____
- _____

- Trust Key #4: **Competence**

- _____
- _____
- _____

- Trust Key #5: **Connection**

- _____
- _____
- _____

- Trust Triggers:

- _____
- _____
- _____
- _____
- _____

D. Core Skill #2: Helping Make Good Decisions

1. Good Decisions defined:

- _____
- _____

2. Trusted Advisor

- _____
- _____
- _____

3. 5 Keys to Helping Make Good Decisions (Being a Good Advisor)

- Advisor Key #1: **Deep Smarts**

- _____
- _____
- _____

The Mary and Wade Story

- Advisor Key #2: **Have a Process**

- _____
- _____
- _____

- Advisor Key #3: **Socratic Method**

- _____
- _____

2 Listening Traps:

- Overly _____
 - Drivers are “pain” & “pleasure”
- Overly _____
 - Probe – “Your next question is imbedded in their last answer.”

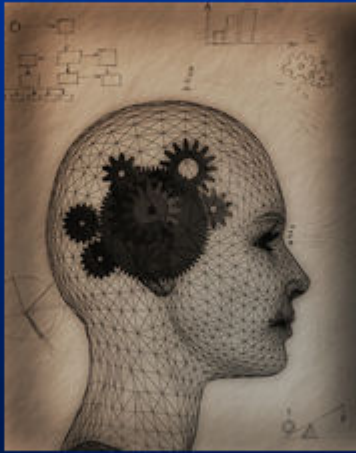
The Doctor's Investment

- Advisor Key #4: **Create Solutions**

- _____
- _____
- _____

- Advisor Key #5: **Good Decisions**

Balanced Brain Decisions

<p>Emotional</p> <p>“Listen to your feelings.”</p>		<p>Rational</p> <p>“Set rules.” (Maximum of 3 to 5 criteria)</p>
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E. Core Skill #3: Building Relationships

1. Three Laws of Real Estate

- Law #1: _____
- Law #2: _____
- Law #3: _____

2. 5 Keys to Building Relationships

- Relationship Key #1: **Your Mindset**

- _____ versus _____
- _____ versus _____
- Know your _____ better than your product.

- Relationship Key #2: **FLOW**

- _____
- _____
- Only _____ % of Realtors follow-up live after closing. (Source: QSC)

The Seattle Story

- Relationship Key #3: **Create Value**

- _____
- _____

- Relationship Key #4: **Be Proactive**

- Call them _____ and go _____.
- Solve a problem they _____.

The Frank Smith Story

Distinction: The difference between being proactive and pursuing is

_____.

- Relationship Key #5: **Consistency**

- Key to _____
- Key to _____
- Key to _____
- Why to people refer? They do it to _____!
- _____ is the key to referrals.
- The Ultimate Question:

“On a scale of 1 to 10, with 10 being the most likely and 1 being the least likely, how likely is it that you would recommend _____ to a friend or colleague?”

- The Ultimate Question:
 - 9 – 10 = Promoter (+1)
 - 7 – 8 = Neutral (0)
 - 1 – 6 = Detractor (-1)
 - NPS = Net Promoter Score (also called your Referral Power Index)

Net Promoter Score: The % of Promoters minus the % of Detractors