

## Customer Service Interviews

### A. Twelve reasons to call: (Have a reason to call that adds value to your customer/friend.)

1. Sellers – update
2. U/C Buyers – update
3. Active Buyers – update
4. Recent closed customers – Do you need anything?
5. Referral Sources – Thank-you and update on progress
6. Anniversaries – “Guess what we were doing 7 years ago this week?”
7. Birthdays
8. 8 in 8 System
9. Tickets and “Give-a-ways”
10. Annual market update – Real Estate Review
11. “Have’s and Wants”
12. Thank-you, Congratulations, “You came into my mind and ..... “

### B. F.O.R.D. System – Interviewing core values – builds relationships and listen for change

Family  
Occupation  
Recreation  
Dreams (goals)

### C. Five Step Calling Process

1. Salutation – OK time?
2. Look for common ground – F.O.R.D. (This is the interview part.)
3. Purpose of my call – one of 12 reasons to call listed above
4. End on common ground – F.O.R.D. (This is the interview part.)
5. Thank You - 3 to 5 minutes max