

# THE POP-BY PLAN

***Dialogues:*** "I'm going to be in your area tomorrow between ____ and ____ and I'd love to stop by for just a few minutes and see how you are doing. Don't clean, don't do anything to get ready for me, I'm just going to **pop-by** with a little something for you."

**Pop-bys** are the quickest and most effective way to generate referrals while contacting your database face-to-face.

## the results

***Pop-Bys will help you:***

- Cultivate a deeper relationship with people inside your database
- Maintain your client's constant awareness of your services
- Ask for and receive referrals when you visit them and after you leave
- Stay on top of the pulse of your own database's needs and wants

## how tos

***<u>This Is A Suggested Plan</u> – Be sure to brainstorm with your Coach to talk through options that work best with your style.***

- Make a list of the people whom you would like to serve and receive referrals from.
- Make a copy of a map and mark the locations where these people live and/or work.
- Break the map into quadrants based on natural groupings of addresses and **Pop-By** one quadrant at a time.
- Prior to visiting, call the clients you plan to visit using the dialogue above.
- Use the **Big 3 Dialogue** to start a conversation.
- While visiting during the **Pop-By**, ask for referrals.
- Once you arrive, stay standing and only stay 10-15 minutes.
- Follow up with a personal note.

## coach's tips

- If you don't have a block of time to schedule several **Pop-Bys**, fit them in while traveling to and from your other destinations.
- Keep a supply of non-perishable **Pop-By** items in your trunk so you are prepared for spontaneous **Pop-Bys**.
- Have a "designated" driver go with you or leave your motor running. This way you will have a reason to keep moving.
- Do your **Pop-Bys** to your client's place of business to reach more people and create excitement

# Pop-By Gift Ideas

Pop-By gifts that are thoughtful, useful, and creative will be appreciated and leave you on the forefront of your clients mind. Have your name and phone number on the pop-by gift, so they can easily find your information and send referrals to you!

BBQ Sauce for the summer cookout with "Oh, By The Way™" stickers.

Energy saving light bulbs.

Bottled water.

Homemade treats.

Jim Rohn's ***The Treasury of Quotes.***

Small tools for around the house, e.g., a set of screwdrivers.

Anything that is edible.

Coffee mugs with coffee.

Plants or bulbs for them to plant.

Microwave popcorn with movie rental coupons.

Flowers.

Back to school items for the kids.

Frisbee with bubbles.

Home emergency kit.

Phone cards, gas cards, gift certificates.

A gift that is specific to your client's needs.

Stress relief balls.

Fortune cookies with the ***Mayor Campaign*** in them.

Herbal tea.

Ice-cream coupons.

Schedule of store hours during the holiday season.

Flyer with Fourth of July fireworks locations and times, and directions.

Garage balls (shows when to stop the car).

Car wash coupons.

Heart-shaped Valentine candy boxes "From your Realtors with 'heart'!"

1st Aid For Choking Magnets–Heimlich Maneuver "Just Because We Care"

Emergency Number Magnets "Just Because We Care"

Piggy Banks "You can 'bank' on us!"

Yellow candles with Smiley Faces "Have a HAPPY New Year from your Realtors"

Rain Gauge "Gauge our services and 'flood' us with referrals!"

Hide-A-Key Rock "We're the 'key' to your next real estate deal"

Magic Towel–washcloth compressed into small star-shaped package "Our service is always 'expanding'"

Turkey baster "We're the 'Baste' Realtors for you!"

Plastic coin purses–with a penny in each "Let us help you start your new home savings"

Poinsettias "Merry Christmas from _____"

Napkin holders shaped like stars "From your 'star' realtors"

Silver sun visor for car "Our service reflects the quality of our work"

American Flags for car windows

Wrist key chains "We're the REAL key to your REAL ESTATE deals!"

Small picture albums "Include us in your album pictures of your new home!"

Feather Duster "Know anyone tired of spring cleaning? Let us help them find a new home!"

Farming Flags
You can order online: www.flagco.com

College Football Schedule magnets "Great Teams Get Great Results"