

FEBRUARY SMILE STOPS™



5 Smart Strategies for Agents:



7th – Send a card to a friend day: There's nothing quite like a handwritten card to generate a SMILE. Today, stop by five great clients' homes with a nice thank you card that reads, *"Just stopping by for a SMILE. Thanks for being such an extraordinary client! You're appreciated!"*



9th – National Pizza Day: Who doesn't love pizza? Stop by five great clients' homes with a pizza cutter, a coupon for your favorite local pizza, and a note, *"Any way you slice it – you're an amazing client! Thank you and Happy Pizza Day!"*



14th – Valentine's Day: Stop by five great clients' homes with a heart-shaped box of chocolates and a note that says, *"You and your referrals are the HEART of my business! Thank you for being such a great client!"*



18th – National Wine Day: Stop by five clients with a nice bottle of wine and a note that says, *"Cheers to you! Happy National Wine Day! Thank you for being such an awesome client."*



26th – National Pistachio Day: Stop by five clients with a bag of pistachios and a note that says, *"I'm just NUTS about my clients! Thanks for being so awesome!"*



SMILE STOPS are a fun reason to stop for quick visits with past and potential customers to *show your appreciation* and continuously cultivate your connection and trust.

They are designed to help you:

S:Service (focus on service, not selling)

M:Meet face-to-face

I:Invite them to share their needs by asking questions

L:Leave behind a token of gratitude

E:Elevate the relationship

