



## July SMILE Stop Strategies!

**July 4<sup>th</sup> – Independence Day:** Bring mini flags to homeowners in the neighborhoods you want to have more market share with a note, “Happy Independence Day from your Neighborhood Real Estate Specialist! I’m here to SERVE!” Attach your business card.

**July 9<sup>th</sup> – National Sugar Cookie Day:** Have custom “home” cookies made by a local baker, individually wrapped in cellophane bags. Deliver to 10 top clients with a note, “Happy National Sugar Cookie Day! Thanks for being such a SWEET client!”

**July 15<sup>th</sup> – National Ice Cream Day:** Send a certificate to your best local ice cream shop to at least 5 great clients with a note, “Happy Ice Cream Day! If you ever need the scoop on the real estate market – I’m just a call away!”

**July 20<sup>th</sup> – National Lollipop Day:** Deliver gourmet lollipops to at least 10 clients with a note, “Just wanted to POP by on National Lollipop Day to say thank you for being such an amazing client!”

**July 30<sup>th</sup> – National Cheesecake Day:** Deliver a delicious cheesecake to 5 top clients with a note, “Happy Cheesecake Day! Thank you for being such a treat of a client!”

**July 30<sup>th</sup> – International Friendship Day:** Send 10 hand-written cards out to your closest friends expressing your appreciation. Send another 10 text messages to an additional 10 friends. It’s a great day to connect!

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

**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



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