

# SMILE Stops™ Strategies



**National Pizza Month:** Deliver a pizza or a gift certificate from your favorite pizzeria to five top clients with a note, *"Any way you slice it – you're an amazing client! Thank you! I'm here if you need anything!"*



**National Cookie Month:** Deliver a tin or basket of delicious cookies to five great clients with a note, *"You're one sharp cookie! Thanks for being such a great client and happy National Cookie Month! I'm here if you need anything!"*



**National Popcorn Popping Month:** Deliver a box of popcorn to five great clients with a note, *"I just wanted to pop by and say thanks for being a great client! I'm here if you need anything!"*



**Pumpkin Patch:** Bring a pumpkin to five great clients with a note, *"I will always carve out time for your real estate questions, needs, or referrals! Thanks for being a great client!"*



**Pumpkin Spice Latte:** Deliver a Pumpkin Spice Latte or Starbucks card to five great clients with a note, *"Thanks a LATTE for your referrals! I'm here if you need anything!"*



**Halloween:** Put a little bag of trick or treat candy together to take to five great clients with a note that says, *"No tricks, just treats! I can help make sure your real estate experiences are never scary!"*

**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