

# November

## SMILE Stops™ Strategies



**Pumpkin Spiced!** Deliver a Starbucks or local coffee shop gift card to five great clients with a note, “Pumpkin Spice and Real Estate Advice! If you have questions about what this market means for you – I’m here to help!”



**Core of Your Business!** Drop a bag or basket of apples off to five great clients with a note, “Your friendship and referrals are at the core of my business! Thank you for being an amazing client!”



**Mulling Spices!** Drop a package of mulling spices off to five great clients with a note, “Mulling over all the changes in the real estate market? I can help!”



**Holiday Pie!** Drop a delicious pie off to five great clients with a note that says, “Any way you slice it, I’m grateful to have you as a valued client!”



**Sleeve of Popcorn.** Drop off sleeves of popcorn or caramel corn to five great clients with a note that says, “Just popping by to tell you how thankful I am to have you as a client!”

**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

