

How to Have a VIP Expectation Meeting

Once the appointment is set, make sure you have done your homework and know some things about the person you are meeting with. Look for some mutual connections you all have.

Be prepared with some talking points and/or questions. *We have a list of questions to ask influential people (ask your concierge).*

During the meeting, ask a list of questions, gain knowledge, information, and be interested. Find a need they have in their business so you can feel that.

To set proper expectations, make sure you let them know they are a very important person in your life and why they are a VIP to you. Let them know you are putting a group of individuals together (like your own personal BNI group) to help each other grow your business and learn from like minded individuals and you would love for them to be a part of the group. What you will do for them is host a monthly event for them to connect with others (to help grow their business), look for leads for them daily in your business, and in return you would like for them to help you find 4 potential clients per year. Jokingly tell them, “You don’t have to close them for me – that’s my job, but if you can find people, 4 of them, that need a real estate professional – I promise I will take great care of them!”

If they give you an objection, it will possibly be – ‘what if I can only find 2 people for you?’ – tell them that is fine and once we get 2, we will work to find some more.

Keep in mind all businesspeople, including you, have 3 things in common:

1. Leads/clients
2. Teams – people they lead and manage
3. Profitability

So, at the events, it is your job to connect them to others and get a conversation going and then move on the next group. You will be the ultimate connector! When they do business together in the future, they will be reminded that you were the connector and out of obligation look for some leads for you.