

F.O.R.D and we are not talking about a car!

Lead = Prospect = Client = Closing = Commission

It looks so simple when you look at sales with the above formula, but we all know it's not that simple! So much has to happen from the time you get that lead until you finally get to commission, in an earlier article I shared my take on not Contact Relationship Management rather Relationship Marketing. Let's dive into this, the biggest difference between Management and Marketing is building trust and elevating relationships to a higher level and maybe even friendship.

Let me explain the F.O.R.D. system and how it can help build relationships. This system will work with any type of CRM you are using including 3 x 5 cards, on your phone, it doesn't matter. Here we go:

**Family** – Name of spouse, children, pets and others important in the process

**Organizations** – Find out if they spend time with a group, charity, religion etc.

**Recreation** – Play sports, gym, fun activity

**Dreams** – Where do they want to be? Vacations, retirement

In past seminars, I have divided the room into pairs and sent one group out of the room. I then explained the F.O.R.D. system and brought the group back into the room to practiced using a three-minute conversation. I asked each person to capture as many of the points from the F.O.R.D. system without beating the person with a rubber hose. We went around the room and asked those who knew the system to share what they learned about the other person and then ask the person not knowing about the system whether it was a conversation or interrogation. It always amazed me the number of friendships that started that day as a result!

The most important part of this is documenting the information you collected into a CRM. This provides great ice breakers and lets the person you are working with know they are important to you not only as a business relationship but as a person.

This is article number 6 in my "Raise the Bar" campaign. Feel free to share, add your thoughts as a comment or PM me. The past 5 articles are available on my Timeline, my new FB page Dick Betts Blogs (still fine tuning) and my website DickBetts.