

Power Partners

P L A Y B O O K

How to effectively establish Power Partners



Power Partners

Prepare before meeting:

- Metro Survey
- Flip Chart or approved Powerpoint on a laptop
- Tool Kit: Chem sponge, Moisture meter, Caliper, Digital measure, Straight Edge Level, High Lumen Flashlight
- Referral worksheet
- Power Partner Worksheet

What is a “Power Partner”?

A Power Partner is a person or company who is in a business that does Business regularly with Clients/customers that would be great referrals for you. Simultaneously your clients regularly could be great referrals for them. Building a power partner relationship creates consistent and repeat reciprocal referrals.

1. Where to meet potential power partners: (Attend a business networking workshop for details on the “how to leverage” the following types of events.

- A. Networking events
- B. Trade Shows
- C. Supply houses
- D. Convenience store (t shirts, vehicle signage, etc)
- E. Business pages on social media
- F. Referrals from Friends and Family

2. Schedule a “Rapport Meeting” with potential power partners.

Once you connect with the possible power partners through the above methods, schedule a time to meet and connect. This is to create a possible reciprocal relationship. Top priority is to start by building trust and rapport. Referrals only happen with trust and rapport. The “rapport meeting” is to help do just that. Start with letting them talk about themselves. Ask questions and LISTEN! Use the first half of your meeting to listen to them and learn about them while building rapport and trust.

Question examples.

“What makes you different than others in your industry?”

“Why are you a great referral?”

“Are you a person who will make sure any referrals I give are prioritized as I value my reputation heavily?”

“What are the best referrals for you?”

“If I could give you the best referral ever, who or what would that referral be?”

Second half of the meeting

It's your turn to tell them about you and your profession. What you do and what value your service brings. What makes you different. Why you are the best referral they can ever give. And how you will prioritize their referrals.

Share how you are all ways looking to create “reciprocal relationships” and how you see that your clients can often be great referrals for them and simultaneously their clients can often be great referrals for you.

3. Try to start the referrals immediately.

If you have rapport and you feel it's smart to collaborate, search your contacts to see if you have a referral or contact for them immediately. Then ask if they know any other people who are in any of your power partner categories and that you would love to share the same with them.

4. CLOSE:

“In order to understand exactly what I do, I'd love to provide you with our free service we do for people and perform a PCR and asset protection assessment for you. We do these so people know us and value us so when the time comes that they or someone they know sustains damage to their home or business and need our service, they remember us and contact us.”. Schedule the PCR in their home. NOTE: A Power Partner PCR should be in person as often as possible.

5. Stay Connected and Follow up

Communicate with the power partner regularly. Give referrals as often as possible.

OPTION: Start a Biz Connect Circles group where you and all of your power partners meet regularly to keep building rapport and create referral sources for all of those who are part of your power partner circle. Remember, they will be good for not just you, but for each other and with you being the facilitator of the group, they will always look to support you for helping them.