

Ask During, Not After
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Ever been to Morton's Steakhouse? I'm sure other restaurants do this as well, but I was just at Morton's in Baltimore last week at our annual conference (which rocked!) and this is still brewing on my brain.

When you order at Morton's for dinner, they ask you up-front to order dessert. Think that's by accident? If you been at Morton's, you know the portions are huge and food is excellent. If they waited until after you finished with the main course (as most restaurants do), you'd be stuffed. No dessert, no more additional revenue.

By asking early on, before you have taken a bite, everything sounds delicious...especially their desserts. Why? Because you are starving and thinking about food. After the main course, you are no longer thinking about food. You are thinking about a pillow and a blanket.

- Same principal applies to asking for referrals from our existing, in-process clients. When are they most 'thinking' about loans? When they are getting one themselves!
- Ask for referrals DURING the loan process, NOT after
- After the loan they are thinking about furniture, painting, landscaping, etc
- During the loan process, they are much more likely to know others in need of your services