

# REFERRAL RENOVATIONS

*PAM GEHRS*

**DEAD**Talks  
The **Pre-need** Conversation

January 12-14, 2022  
Bally's Las Vegas

# DIY

BECOME CREATIVE WITHIN YOUR CIRCLE OF  
INFLUENCE



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# REFERRAL RENOVATIONS

## START BY TEARING DOWN THE OLD WALLS



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# TOTAL★RENOVATION



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Tear Down the Walls.

## DEMO DAY:



Tear Down the Walls—Start thinking about Rebuilding your referral Network. Do things differently...

Create Relationships: Activities Director, Post Commanders, Marketing Directors, Country Club Event Coordinators

Foster Relationships: What can you do to help them

# REFRAME - REBUILD

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## ABP—ALWAYS BE PROSPECTING WHERE DO WE FIND MORE LEADS/REFERRALS?

Where do PEOPLE gather?



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# Create Your Own Unique Events— Partner with Your Community !!!







**Host Events- Bring  
People to You!**





# Take Aways

- Reach out for referrals
- Get out in Your Community
- Talk to Everyone
- Ask to Speak in Their Environment
- Think outside the Walls—Be creative



# It All Starts with You



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**"Don't quit, and don't give up. The reward is just around the corner. And in times of doubt or times of Joy, listen for that still small voice." Joanna Gaines**

Sometimes we hesitate to ask for referrals, but the reward is just around the corner. Sometimes all we can see is the MESS in front of is (home renovation/ potential awkwardness in asking) so we miss the reward that's awaiting just on the other side of doubt!

# The Rewards are just Around the Corner...



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