



## Database Buckets

### Separate your lists into AAA's, A's, and B's. C's

- Call your AAA's every 30-45 days
- Call your A's every 90 days
- Call your B's every 120 days
- Throw your C's away

### AAA's

- 5% of your database who could give you three deals each in a year
- Consider doing something extra special like a handwritten card once a quarter
- Lunch quarterly
- Buy them a holiday gift
- Host a client appreciation party
- Look for ways to add extra Value





## **End of Year Project**

- Go through your database notes and look for those who you called and did not speak to throughout the year.
- Pull those out and, in the month of December, make every effort to talk to them. Mailings and email are great, and yet, to maintain loyalty over the years and to spark more referrals, they need to hear your voice or see you.

