

**Harness the Power of the F.O.R.D. Script**

The **F.O.R.D** is a script to help build relationships with new people in any situation from reactivating an old connection with a previous client, or at a networking event or anytime you meet someone with whom you would like to advance the relationship. The acronym F.O.R.D. stands for:

* “F” stands for family
* “O” for occupation
* “R” for recreation
* “D” for dreams

When you structure your conversation using the FORD format, you have a great tool to convert prospects to profits, strangers to friends and referral sources to income. Here’s an outline of some opening ideas for each segment:

**Find out about their FAMILY:**

* How are you doing?
* How is your family?
* How is (Spouse)?
* How are the kids doing?
* How are the in-laws?
* How are your parents?
* How’s your (PET)?

**Find out about how their job or career (OCCUPATION) is progressing:**

* How’s your job going?
* How’s the business doing? – Anything I can help with?
* How long have you been doing X?
* Any new fun and exciting projects?
* Looking to retire sometime soon?

**Find out about their RECREATION/Fun/Vacation:**

* What have you done lately that has been fun?
* Are you still (fishing, hunting, racing, running, or camping etc.)?
* How was your last trip to X?
* What are you doing lately that you really enjoy? (Book Club, Wine Group, Church Activities)

**Find out what their DREAMS are:**

* What are you planning for your next trip/vacation/adventure?
* Any special plans for the holidays? (Visiting kids, grandkids, travel)
* Given any thought to the future? (Downsizing/Rightsizing, relocation, vacation home?)

**Objective: How to turn F.O.R.D. scripting into more SALES**

When you think about having a regular conversation with someone, you most likely discuss many of the items above, especially personal items like family events (births, weddings, etc) what’s happening on your job and fun or interesting things that make for a lively conversation.

At the core, you are divulging fairly personal information on your life and life plans, which is the perfect opportunity to offer your services.

The FORD method of structuring a prospecting call has worked for many years and helps to build a more solid relationship in a shorter period of time.

The purpose is to discover opportunities to help get them to their dreams and objectives by what you do and how you do it.

**Tips:**

1. Be sincere! Make sure you are actually interested!
2. Take Notes if you are on the phone and put into your CRM platform so that you can refer to them at your next “touch” and can follow up more personally
3. Schedule the next “touch” – it might be a thanks for the time on the phone card, or a congrats on your new job promotion, or a little item for a new grand kid or new pet