

# Awkward Agent®

## FREE PIZZA NIGHT (CLIENT APPRECIATION)

The month of May is “National Moving Month” so celebrate your clients with a free pizza in honor of their past move. Deliver hot pizzas or take-and-bake pies with all their favorite toppings. Reach out to your best clients and let them know you’ll be delivering dinner. Ask them what they’d like and make sure you’re aware of any dietary restrictions. Pick a date and time that works with their schedule and book your delivery. We recommend you deliver pizzas yourself so you can get face-to-face with your clients. No need to stay long, just stop by and say hello. If you can’t deliver yourself, make sure you provide the pizza place with personalized box toppers for your orders. Feature a message of gratitude for your client’s past business and their continued support.

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### WHO TO INVITE

Make a list of your top clients and hot prospects to deliver to. If anyone is celebrating a housiversary or just moved into their new home, make sure you add them to your list as well.

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### TIMING

Schedule your deliveries any time during May. Consider picking a few dates so you can geographically target different areas and see more of your clients.

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### VENUE

Order from your favorite pizza place. Make sure you ask for a discount if ordering a large number of pies.

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### AGENDA

Keep things running smoothly by following this schedule on the day of your deliveries.

1. Confirm delivery times with clients (email, text, phone)
2. Confirm orders with pizza delivery partner(s)
3. Pick-up pizzas and deliver

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### WHAT YOU NEED

#### Supplies

- ☐ Insulated pizza bags (order online or borrow from pizza partner if delivering hot pizzas)
- ☐ Pizza boxes (if you deliver take-and-bake pizzas consider placing inside a box)
- ☐ Camera or phone (for taking pictures)

#### Food & Drink

You gotta love this client appreciation event. All you need to do is collect pizza orders and deliver.

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.

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## GOOD VIBES ONLY

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### Icebreaker

If you haven't seen your clients in a while, what better way to break the ice than with a free pizza delivery? They'll be left with warm feelings from this thoughtful gesture.

### Music

Get your playlist ready. You'll be driving around town reminiscing about all the homes you've shown (and sold). Play some tunes to keep yourself entertained while driving down memory lane.

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## HELPFUL TIPS

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### Get the Word Out

We recommend reaching out to your clients and scheduling deliveries with the following:

- ☐ Personal phone calls
- ☐ Email flyer with order form
- ☐ Text messages

### Collateral

Further promote your personal brand with the following:

- ☐ Pizza box toppers
- ☐ Post event pictures on social media

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.