

# PITCH59 Referral Training February 24, 2026

## Meeting Summary

### Quick recap

Jeff conducted a training session on using Pitch59, a platform designed to help businesses generate referrals through digital pitch cards. He explained the importance of emotional connections in referrals and outlined the challenges businesses face in obtaining them. Jeff demonstrated how to create and use Pitch59 pitch cards, highlighting their ability to facilitate introductions and share value propositions effectively. He also introduced the Pro version's additional features, such as analytics and a business card scanner. Gina expressed interest in becoming a Pitch59 expert to support her team's training, and Jeff agreed to assist her. The session concluded with tips on using Pitch59 for real estate agents, including leveraging QR codes at open houses and encouraging clients to refer neighbors.

### Summary

#### Mastering the Art of Referrals

Jeff presented on the topic of getting daily referrals, emphasizing the importance of emotional connections in business and the effectiveness of referrals over other marketing methods. He highlighted five reasons why referrals are hard to get, including not asking for them, concerns about reputation, uncertainty, lack of incentive, and a difficult referral process. Jeff also stressed the importance of clearly communicating the value proposition when receiving referrals to avoid misunderstandings. He concluded by explaining the difference between an elevator pitch and a sales pitch, encouraging attendees to take notes and ask questions during the Q&A session at the end of the presentation.

#### Elevator Pitch vs Sales Pitch

Jeff explained the difference between an elevator pitch and a sales pitch, emphasizing that an elevator pitch is meant to establish trust by introducing oneself as a human being before delivering a sales pitch. He introduced the HERA model (humanize, empathize, resolve, and act) as an effective approach for elevator pitches. The discussion included an example contrasting a poor sales pitch with an effective elevator pitch in a medical emergency scenario.

#### Maximizing Client Referral Strategies

Jeff discussed the importance of focusing on clients' "shark bites" rather than "mosquito bites" when presenting value propositions, emphasizing the need to understand and address clients' significant concerns. He encouraged setting a referral goal and outlined five key steps to increase referrals, including developing a process for asking for them, making clients and referral partners look good, and ensuring that referrals are easy to share. Jeff also highlighted the potential financial benefits of obtaining referrals, noting that one new referral per month could lead to significant additional income.

#### Pitch59 Platform Training Overview

Jeff demonstrated how to use Pitch59 pitch cards, explaining their features and benefits for networking and referrals. He showed how to create and share pitch cards, including a 59-second elevator pitch video, and highlighted the analytics and lead generation capabilities of the Pro version. Gina expressed interest in becoming a Pitch59 expert to help train other agents, and Jeff agreed to support her in this role. The group discussed strategies for using pitch cards effectively in real estate, such as at open houses and through client referrals. David mentioned adding RE/MAX as a partner organization and shared that LeadingRE, with 130,000 agents, is joining Pitch59.

If you have questions or need support, contact Jeff Bitton at [jeff@pitch59.com](mailto:jeff@pitch59.com) or 832-412-4070.