

REFERRALS

If you do not formalize this system you will not do it

- 89% do not ask for referrals
- 95% do not create business alliances
- 93% do not consistently resell customers

Make Referrals a condition of doing business with you

Endorsement letter

Do not make people work:

Make it as easy as possible for them to help you finish an endorsement letter or testimonial. Some clients might want to create it on their own but be prepared for those that do not.

Need to be in the letter:

1. Why are they writing?
2. Create an emotion – how did they find working with you?
3. Why did they decide to do business with you?
4. What happened due to them using you?

What is the action step you are asking them to take to complete this endorsement letter?

Treat it the same as delegating work to someone else – create clarity in what is required. Without giving them a time line you will never get this letter back.

Asking for referrals

1. Get them into the right emotional state by walking them through the positive side of the process you took them through as a client. Walk them through the journey.
2. Initiate the process – Do not expect your client to forward a referral just because you did an efficient job with them.
3. Be specific about what you want them to do and paint the picture of exactly who you want as potential clients.
4. Ask for help. Four most powerful words “I need your help”
5. Follow up
6. Ask for 2-3 referrals – anything more will be overwhelming to the mind.
7. Offer – give them something in return.