

Referral Training Strategies and Tips

1. Be Referable.

Do you possess these traits? Rate Yourself (1 being low and 5 being high)

1) Build Rapport	1	2	3	4	5
2) Good Pacing	1	2	3	4	5
3) Positive Attitude.	1	2	3	4	5
4) Pleasing tone of voice	1	2	3	4	5
5) Good listener	1	2	3	4	5
6) Proper volume of voice	1	2	3	4	5
7) Tell Stories	1	2	3	4	5
8) Proper Eye Contact	1	2	3	4	5
9) Undistracted	1	2	3	4	5
10) Client Centered	1	2	3	4	5
11) Appropriate Attire	1	2	3	4	5
12) Accent	1	2	3	4	5
13) Confidence but no arrogance	1	2	3	4	5
14) Natural and Personable	1	2	3	4	5
15) Exude Trust and Integrity	1	2	3	4	5

2. Ask from A Place of Strength and Abundance, Especially When They Are Thankful.

3. Create Loyalty.

Send B-Day cards. Call them on their birthdays. Remind their friend about their birthday. Buy them a gift, even if it's a small gift, that reminder goes a long way. Buy them a car wash, a coffee card, a savings discount book, etc. any of those will do.

4. Resource Center

What do you do or what can you provide in the way of a resource, that is valuable to them? Who can you refer? Where can you help or lend a hand? Become a troubleshooter for them where you can. Leverage your resources and contacts for them.

5. Keep Your Word

6. Always Mind Your Manners

Say "Thank You. Please. Sir, Mam" You'd be surprised how far this goes with people.

7. Host A Client Appreciation Event

Holiday Party	Fancy Dinner
Picnic	Golf
Sporting Event	Theatre
Wine / Cheese Tasting	Manicure Party
Chocolate Tasting	Health Spa

8. Don't Keep Me A Secret- Actually Say That

9. I'm Never Too Busy for You

10. Tell Them What A Good Prospect Is for You

11. Explain "Here's How I'll Contact Your Referrals"

12. On the Back of Your Business Card- Use One Of The Following Phrases

- The highest compliment you can give me is the introduction to someone else you care about
- Referrals allow me to serve you better
- Help us help others
- Share the experience
- Everyone is talking about our company
- Spread the word

13. Make Sure You've Covered Several Bases on Your Marketing Asking for Referrals

Office voice mail	Website
Cell phone voice mail	Stationary
Business Cards	Notepads
Email Signature	Thank you cards
Flyers	Invoices
Brochures	Proposal Forms

14. Get Introduced When You Can, NOT Just A Name and A Number

- Ask about who they're referring you to.
- What is their personality?
- How do you know each other?
- What's going on in their life that important to them right now?

15. Make the Call, Shake Their Hand-

16. Would You Like to Introduce Me Through Email?

17. Ask Your Warm Market for Help

18. Create Referral Alliances

19. Join A Networking Group

20. Elevate Others

21. Elevator Pitch- "You know how, well what I do is..."

22. Find A Referral Buddy- For Accountability

23. Target Niche Markets

24. Volunteer

25. Record Testimonials- Writing, Video, Audio