

Building a Great Business Based on Referrals

How to start

- Develop a referrals mind set
- Be worth referring
- Be confident in *asking* for referrals
- Be motivated to *offer* referrals

Sources of referrals

- Customers/clients
- Friends
- Associates
- Other people in your profession
- Suppliers

Rules of referral

- 1) Be worth referring - on and off your platform
- 2) Educate others on how reliant you are about referrals to expand your business
- 3) **Offer** referrals first
- 4) Ask for referrals

What's stopping you getting referrals?

- 1) You're not good enough - yet
- 2) Insufficient demand for your service/product
- 3) People don't know you well enough
- 4) Be clear about who you want as referrals ie what type of people
- 5) Have the courage to ask

When to talk about referrals to your customers/clients

- 1) At the outset of every enquiry. It's up to you to say, "my entire business is built on referrals. Referrals are the oxygen that build my business and one day I'll be asking you for referrals."
- 2) In the lead up to an event (weave it in). Educate people to be aware you always look for referrals.
- 3) After you've done a GREAT job. Then ask them to put it in writing (the compliment) and then ask for referrals ie who else should I be talking to?

You need to act on referrals:-

- Quickly
- Keep the referrer 'in the picture'
- Reward the referrer appropriately

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