



How To Be Even More Effective At Getting Referrals!

1. Create a list of 10 to 20 "**Who Do You Know's**" that apply to your market. Consider profiling your best clients and categorize what makes them such a great client. ex. "**Who do you know who manages a Sales Staff of 10 or more people?**" Memorize them so that you can trigger their memory of contacts and associates that could be prospects for you.
2. Establish Rapport with your Prospect/Customer so there is reciprocity for them to want to help you.
3. Put your Prospect/Customer in a great "State of Mind" so they are feeling good when you ask them.
4. Be ready to write on something, ideally, have a stack of 3X5 cards ready.
Create a bridge to ask for the referrals like *"I've so enjoyed getting to know you, I wish I had a dozen clients like you! May I ask of you a favor, because I need your help... my business grows the most from referrals, and I wonder if you'd be willing to be my eyes and ears out there and refer me to people whom I could serve with the same level of commitment and professionalism which I've shown you, and become a kind of "Advocate" of mine to help me build my business?? ...Thanks, because I am so grateful for your help! The kind of people I can serve best are those who... (then use your "Who do you know... list")*
5. Once you ask for the name of the Referral, just write down the name and whatever information they offer first. Don't press them for all the details yet, because you want to get as many names first, then the details later so as not to take too much time on the front end and deter them from giving you more names. It's easier to get details later. Express your gratitude for their time and of how valuable their referrals are.
6. After they've given you all the names they can think of, ask them *"May I ask you, if you were me, who would you call first??"* Prioritize your leads so that the most likely to buy is served first and at the top of your list. I just mark a number at the top corner of the card in pencil, as it makes it easier later to remember.
7. Then ask *"I'd like to offer them a compliment on your behalf as well as get to know a little about them. Could you tell me what do you admire most about this person?? Perhaps one word or character trait that describes them best?"* Go down the list of people and get a descriptor and any other information they'd like to offer starting with the most qualified prospect first. Write it below their name.
8. Then you can go back and get the rest of the information. If you start by asking for all the details of each lead as you go along, they may not offer as many leads, but once you've got all the names, it's easier to get them to complete the process. Offer to **"May I copy and fax these to your office so it's more convenient for you to look up their contact information?"**
9. Now when you call the prospect, you can use the quality or character trait as an icebreaker and way to build rapport. Start with something like *"Hello, Mr. Prospect? You and I have never met but have a mutual friend in (John Referralgiver), he told me you are one of the most dedicated (Quality Described) persons he knows, and I really admire that because I consider myself very dedicated to my work as well..."*

Go the extra mile to serve them well and make your new prospective "Advocate" proud! Might each new sale become an "Advocate" and be worth 10 or more sales too?? Doesn't this and all of your success really depend on you and what you bring to the table?? Be Outstanding and *Enjoy the Journey!!* Jimmy Z