

ASKING YOUR CUSTOMERS FOR REFERRALS

WORD-OF-MOUTH ADVERTISING / REFERRALS

This is still the best and cheapest way to improve your sales and profits.

One of your best sources of new business is a referral from an existing satisfied customer. Maybe you're afraid to ask, or you've had a bad experience in the past, or maybe you've never been taught simple and effective ways to ask for a referral.

It's easy to ask for a referral.

Step 1: Somewhere in a conversation ask, "Can you do me a favour?" A majority of the time, the person will respond with something like "Well, that depends on what do you need?"

Step 2: Simply ask, "Who do you know that I should be talking with about the type of work I do?" Expect the response, "I can't think of anyone."

Step 3: Identify the type of person you are looking for. "I am looking for someone very similar to you." Repeat back to your customer who they are and the type of person they are.

Step 4: "If we were at a social gathering, having a conversation like we are now, and a friend of yours walked up, would you introduce us?" Expect this response, "Well, of course I would."

Step 5: "That's all I am asking for today, an introduction to someone you know, a nice person who may be in a similar situation. You can be confident that I will treat them with the same respect that I have always treated you. Is that fair enough?"

If they still don't want to refer you to anyone, let it go.

The questions we all need to ask ourselves are: "Am I referable?" "Do I show up on time?" "Do I follow-up on the things I say I'm going to follow-up on?" "Am I prepared for each call?" "Am I confident and are my prospects and customers confident in me?"

If you've done the work of effective relationship building, gaining referrals is simple.

ASKING YOUR CUSTOMERS FOR REFERRALS

If they mention that your service is excellent, how about asking them to for a video testimonial on your smart phone for your website. You can use this method to build up testimonials.

I recommend you ask for 4 referrals – and watch the Rolodex or Smartphone come out;-)