

| David Staughton

GETTING MORE REPEATS & REFERRAL BUSINESS

HARNESSING WORD OF MOUTH

Deciding what sort of clients you really want
When and How to ask for referrals
Acknowledging and Rewarding your Referrers



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Table of Contents

1	The Right Mindset	4
2	Reasons Why Most Professionals Suck at Referrals	6
	• The Where and Why of Referrals	7
3	The Referral Process	8
	• Step 1 – Be Referrable	8
	• Step 2 – Start Building your Referral Engine	9
	• Step 3 – Gather Testimonials	11
	• Step 4 – Know What You Really Want!	11
	• Step 5 – Create Referral Tools	12
	• Step 6 – Leverage the People Who Love You	12
	• Step 7 – Look for “Professional” Professional Referrals	13
	• Step 8 – Use These Simple & Easy Referral Tips	14
	• Step 9 – Utilize Online Referral Aids	15
	• Step 10 – Work a Checklist	15
4	Refining your Process	16
	• Balancing Relationships and Results	16
	• Asking for Referrals 101	17
	• Earning the Right to Get Referrals	19
5	Perfecting Your Connections	21
	• Making the Most of Any Referral Connections	21
	• Figuring out Why Referrals Stop	21
	• Building a Trilogy of Trust	22
6	Rewarding your Referrals	24
	Conclusion	27
	David Staughton - Author/Speaker/Consultant	28
	BigHat Professional Services	29
	The Complete Series of eBooks and Webinars	30

Chapter 1

The Right Mindset

Let's start out by talking about your attitude.

If you've been following along with this eBook series, you'll know how much focus there is in this series on attitude. Well, that's doubly important here.

If you want to get results when it comes to referrals, there's one thing that matters above all else— what's going on inside your head. You need to begin developing a *referral mindset*. Once you have that in place you'll start developing the kind of *referral process* that will really back that mindset up. We'll get into that in detail in a bit. For now, you need to understand something that needs to be at the core of all your thoughts about referrals:

Unless you're giving blood, you need to always put in 100%

The right attitude is not just about commitment. It's also about positivity and optimism. You need to believe that referrals and putting effort into referrals pays big dividends. You also need to pursue referrals with absolute discipline and clarity. A favorite quote that really applies to what we're discussing here is, "Speed is money... but CLARITY is more money!"

What all of this adds up to is an A through F list that really defines the referral mindset you need for success:

- **Attitude**
- **Belief**
- **Confidence**
- **Discipline**
- **Effectiveness**
- **Focus - Fast**

So as we begin this conversation, you need to sit down and really work on how you're going to work the A through F of your winning referral mindset. You need to:

- Start with a positive and optimistic ATTITUDE about referrals
- Hold a BELIEF that referrals are really going to pay you back for your efforts
- Have CONFIDENCE in your own skills
- Have the DISCIPLINE to see everything through
- Realize the EFFECTIVENESS of the process
- And keep a FOCUS that is on its toes and ready for FAST action

With this mindset in place, you can start developing the referral process that will get you on the road to success. To start off our discussion about the referral process that works best, let's look at what doesn't work and discuss how a lot of professionals drop the ball when it comes to referrals.

Chapter 2

Reasons Why Most Professionals Suck at Referrals

I have done a lot of work going back over the years with many professionals about referrals, and I have come up with a few reasons why most professionals suck big time at getting referrals. It's because they're inconsistent with regards to their relationship-building *follow-up*.

Many of them tend to do the flogged-and-flee model or "I'm so busy hunting the next one that I don't bother following up the other one". They don't have a plan, they don't have a systematic approach and, they don't even have a regular to-do list following up on every active referral.

They tell me that the daily tasks of running the business, serving the clients, and other work just gets in the way... which is really bit of an excuse. What's really going on? Remember our D from the previous chapter— there's no *disciplined* effort.

You know what? If you don't put much of an effort in, you don't get much of a result. Too many professionals are on this get-work / do-work rollercoaster. That ride goes something like this: "Quickly! Get to work. Get to work. Get to work. Get referrals. Ask everybody for referrals". And then once they get busy it turns into "Oh quick, we're busy. Do the work. Do the work. Do the work".

None of the benefits get reaped. Here's your bon mot for this chapter:

If you keep planting and harvesting every week, you get a better result.

We'll get into the nitty gritty of how to do that in a few chapters. For now, let's summarize what not to do. Most professionals have terrible and inconsistent follow-up because:

- **They don't have a plan or systematic approach.**
- **They don't have a regular to-do list that furthers active referrals.**
- **They let the daily tasks of running their business get in the way.**

In other words, no disciplined effort! So if you see signs of all of this in yourself, that's what we're going to be working on in detail in a bit— neutralising these mistakes and excuses and developing a referral process that really pays you back for your effort. But before we get into that, let's take a moment to talk about where referrals come from.

The Where and Why of Referrals

Good news? You *can* get more referrals... you just need to know where to find them! Where are they hiding and waiting for you to come snatch them up? It's not as mysterious as you might think. Referrals come from:

- **Your existing Clients**
- **Your professional Alliances**
- **Your Friends & Networks**
- **Your Prospects**

You have clients, right? So the first one is a no brainer. Your existing clients are a great resource when it comes to sourcing referrals. They're already dedicated to you and familiar with what you have to offer.

Your alliances are a next step. These are the people who are invested in you professionally for their own benefit... so they would naturally like to see you go even further, yes? So your alliances are a natural next step for sourcing referrals.

Third, as an active professional, you should have a pretty decent network within your local area and a solid set of friends, as well. These people value you personally, so it shouldn't be too far a leap for them to support you professionally.

Finally, you have your prospects— the people you almost sold to, but didn't. Guess what? They probably still like you. It's likely that you just weren't able to help them in a particular instance. They may well still value you professionally, and step up for you when it comes to referrals.

Chapter 3

The Referral Process

Now that we've covered the attitude you need in place to succeed with referrals and taken a look at where your referrals are going to come from, we can start getting into the details of the referral process you're going to need to follow to really start harnessing the word of mouth and referral power you need to drive your business forward.

The process has been refined into a Ten Step Plan that will help you systematise and organise your approach to harnessing word of mouth and seriously upping your referrals.

Step 1 – Be Referrable

People are not going to refer someone they don't like or trust. Full stop.

To be referrable is to be the kind of professional that delivers on what you promised. Especially when you're dealing with other professionals and alliances, if you promise and don't deliver, they will drop you as quick as a dime as a referrer.

Always deliver on what you promised. You also need to work on building trust and knowledge within all your relationships. People choose professionals for very specific reasons:

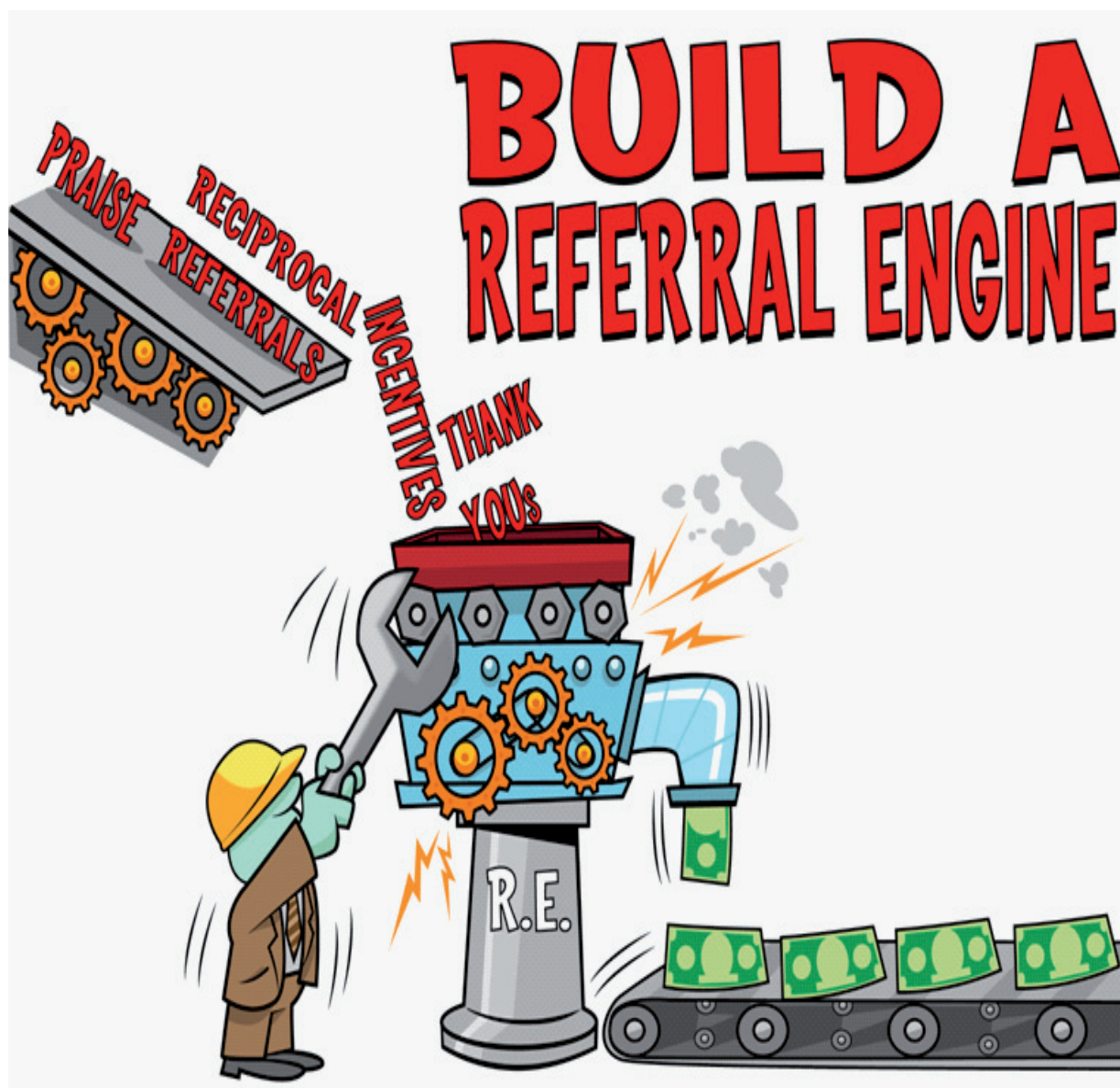
- **They KNOW you and have built a relationship of TRUST with you.**
- **They TRUST your brand.**
- **They RELY on you to keep them up to date and follow up on changes.**
- **They BELIEVE in you because you have the backing of a past client or third party behind you.**

Work on embodying these ideas and becoming the kind of professional that people KNOW, TRUST, RELY ON, and BELIEVE IN.

Step 2 – Start Building your Referral Engine

You know one thing you can never do? Wait for the pipeline of customers to dry up.

You need to put in place a referral process that drives high quality referrals consistently. You need to create your own referral system, or build a referral circle of people who regularly refer business to you. You refer some to them and they refer them back, creating mutuality and a continuous, productive cycle.



Chapter 3 The Referral Process

One great way to do this? Offering referral incentives.

What are we talking about here? Well here's an example of a card or a post-follow up letter that you could use as a referral and give away a referral incentive:

"Hi Fred! I just wanted to write and say thanks. Thanks for choosing our business. We're aware that many of our customers come from referrals. That is happy customers recommending their friends to talk to us. If you know anyone that's currently in the market, I ask that you please give them one of our VIP Referral Cards that I've included. Thanks again, and I look forward to seeing you again soon.

Regards, Dave.

P.S. By the way, if one of your friends uses their card and contacts us any time in the next however long, I'll post you a small gift; a voucher that you can use for free and you can give them an offer."

For some reason, this doesn't often come across as an obvious thing to do for a lot of professionals. You have to reward people for referrals. Although most of us make our money from incentives, and commissions, and other techniques, we're not prepared to give people even a small prize for referring others.

But what gets rewarded gets repeated.



Step 3 – Gather Testimonials

Testimonials build trust— not only with prospects and with future clients, but with the people and professionals from whom you want to get a referral. Ask for testimonials as a way to not only boost your reputation with the outside world, but also clarify your relationship with your potential referrer.

Start collecting success stories, case studies, and before and afters. If you've loaned them money to do a renovation or buy a house, you can do a before and after. People love visuals, so photographs work particularly well. Ask after people who are prepared to write about you or give you an online review; maybe on LinkedIn or another online networking spot. Ask if anyone is prepared to be in a picture or be in a video.

People who are up for giving referrals are starting to like you. And the ones that like you, and *know* you, and trust you are probably prepared to do some testimonials for you.

Step 4 – Know What You Really Want!



You want referrals, right? Well, some people call them leads, some people call them prospects, some people call them suggestions or recommendations... whatever the label, that is what you're looking for. In Australia, people prefer to give you recommendations or names rather than referrals. The phrase "referrals" doesn't work as well in Australia as it does overseas. Some people you can ask them and they'll give you endorsements. Some people will be your case study in their particular property development and be your endorser in that area. Some people will be your referrer or your raver, and some people will be your advocates. It's all the same, and all about getting momentum behind you, your services and your brand. Know what you want and get it in whatever package it comes in.

Step 5 – Create Referral Tools

Make it easier for people to refer to you. You need to work on implementing referral tools that facilitate the process of endorsing and referring you.

One important tool is education— helping the professionals you want referrals from understand and recognize what an ideal referral looks like. Help make clear to them what sorts of referrals will really help. We'll get into more detail on that later on, but it's an important tool to consider in this context for a moment.

You also need to give them some actual, logistical tools that would help them refer you. You could create a separate special website or a section on your website for referrals and testimonials, and have a link to it in your email signature.

For example, you could have a sign off or link that reads, "See what our other past clients have said. Link here". There you talk about how you do a lot of business by referral and you tell referral stories. This encourages people. Awareness leads to attention, leads to action, and activation.

Step 6 – Leverage the People Who Love You

A technique I love to leverage is ranking Top 10 clients by love. Who is it that would walk over broken glass for you? Who is it that loves you a lot? Who is demonstrating their love for you in other ways, by spending on your services, prioritizing you as an alliance, etc?

Create a Top 10 Love list in each of five categories:

- **Top 10 Clients by Love**
- **Top 10 Clients by Dollars**
- **Top 10 Connectors**
- **Top 10 Alliances**
- **Top 10 Referrers**

Who are your Top 10 clients by money? If you can get more referrals from them, then chances are they're going to be A-grade ones. You also have some connectors that you know in the local area; maybe the mayor, maybe someone who's really well-connected in your local town. You have Top 10 alliances. These are your professional alliances. And you've also got a list of people who have referred to you in the past—leverage them as well.

Compile this list of 50 people and then utilize them in your search for testimonials, information, and leads.

Step 7 – Look for 'Professional' Professional Referrals

Some types of professionals are by nature better at understanding and executing referrals. Their businesses depend on it, so they get the high premium put on a solid referral and under the reciprocity involved, as well.

Some of these “professional” referrals include real estate agents and property developers, sales people, speakers, motivators, life coaches, and business coaches. These professionals will understand what you're going for and are quite easy to trade for referrals.

Professionals that are a bit slower to hop on the referral train include accountants, solicitors, financial planners, architects, and builders. Don't rule them out, but keep in mind that they build trust much more slowly.

Cross-referrals are important to keep on your radar as well. These professionals will be sourced from the worlds of mortgages, risk insurance, conveyancing, wealth planning. Some of them might have some cross-referrals to go on that can supplement your more “professional” referrals.

When engaging any of these professionals, keep an eye out for critical opportunities that may come up along the way. Ask questions and keep your ear to the ground so that you're alerted to any major gamechanging scenarios that might come up for any of these professionals and their associates:

- ***Is someone buying a new home?***
- ***Are the kids moving out and heading off to university?***
- ***Is someone refinancing?***
- ***Retiring?***
- ***Planning on travelling?***

Staying abreast of any of these “big moments” can help you zero in on new opportunities that would otherwise be completely off your radar.

Step 8 – Use These Simple & Easy Referral Tips

Over the years, I've compiled a set of 8 easy to follow referral tips, small practices that you can consistently implement that will result in some big changes. These include:

- **1.** Handing out more business cards - Don't be stingy! Be generous in handing out your cards— the more the merrier.
- **2.** Using a "referral phrase" on a business card – Include a message on your card that makes your desire for referrals clear: "Referrals Appreciated", "Our business grows by referrals", or "By Referral Only" are some classics that can always work.
- **3.** Designing a card holder for multiple business cards – If you hand out a pile of cards to someone in the hopes of creating a slew of referrals, it helps to give them an organized way to keep them and hand them out. Think about designing a business card holder that makes their lives easier when it comes to your cards.
- **4.** Appealing for referrals on your email signature – Just as on your business card, add in a little email sign-off that makes it clear you're on the lookout for referrals. Something along the lines of: "PS, every single client we deal with has been introduced to us by a family member or friend. If you like what we do, please pass our details on."
- **5.** Offering a Referral Rewards program – Remember reciprocity counts! Make it valuable for the professionals around you to give you a referral.
- **6.** Giving a gift on settlement – Use small gestures to show how much you appreciate referrals—a small plant or gift basket, say, and a card that reads, "We'd love to have your referrals".
- **7.** Developing and using promotional products – Don't forget the fridge magnets! Nothing gets you more referrals than being seen every day.
- **8.** Having a process for "wrapping up" each meeting – Take a moment at the end of each meeting to ask "Who else do you know?" or "Who else is looking for this solution/product?"

Step 9 – Utilize Online Referral Aids

Everybody should be on LinkedIn and also on Referral Key. Without a doubt. If you're not on either of these, do it STAT. There are now three million professionals on LinkedIn alone. With these online referral aids, you can get endorsements, and you can even ask other people and all your professionals to endorse you. You can get connections. You can find people that you're looking for, and better than that, you can *track* them and see if they're up to anything productive that could benefit you and garner your referrals. When they leave one company and go to another, for example, you get notified... and you can turn *one* into *two*. There's also LinkedIn Company pages to consider in addition to your individual professional profile.

Even if you're already on LinkedIn, you should be doing *more* with LinkedIn. You should have a fabulous photograph on there. You should write a fabulous bio and you should connect to as many people as possible. Upload your email address and see who else is on LinkedIn, and go berserk on growing your LinkedIn list.

Step 10 – Work a Checklist

Follow a checklist, and you can own the world.

In every interaction, work a checklist of "ask items" that address possible contacts and referrals from the person you're meeting with. Collect names and have a discussion around these people. "So while you're filling in some stuff, have you got any emergency contacts? Good. Who's that?" "Tell me about your mom." "Tell me about your wife." "Tell me about your daughter." "Tell me about those people." "Who are your parents?" "Who are your siblings?" "Who's your employer?" "Where do you work?" "Who else do you know there?" "Neighbours. Who else do you know around here?" "Any clubs that you belong to and referrals?"

Get the picture?

Another quick checklist that you can use to get some more referrers is to create a list of professionals in every face-to-face you have. Every single client you have has an accountant, a solicitor, and a real estate agent. Ask them, "Do you have an accountant and are you happy with your accountant?" Again, it comes under "Who else and what else?" and you can put that into your form to collect the name of their associated professionals.

Chapter 4

Refining your Process

Now that you have your ten step plan in place, let's talk a bit about finessing your approach to referrals and refining that positive attitude we put in place in the beginning.

Balancing Relationships and Results

I've been listening to lots, and lots, and lots of phone conversations and also witnessing lots of physical, face-to-face conversations, and I've noticed one thing again and again— people talk about the wrong thing.

On a scale from Results to Relationships, the people who talk a bit more about results tend to get better results. The people who just talk about their own personal stuff, and their own personal problems, and processes and the steps, and things like that tend to not get as good a result.

Now, that's not to say you want to eliminate the personal. I always stress how important it is to build rapport and touch on the personal. But if you talk about people, that's fantastic... but you actually have to talk about people with the *possibility of getting results*.

You need to see some dollars in them. If I can encourage you to do anything, it would be for you to be a little bit more mercenary and a bit more money-hungry. By tweaking your approach in that way, you will make more money. If you just want to talk about people, well, there's 6.5 billion in the world. You can talk about all of them forever... but you won't actually make any money.

What we want to talk about is possibilities, products and service, performance and, possibly price and money.

And again, are you talking about stuff in the more positive way or do you always talk about more negative things to be avoided? Focus your conversation on the positive. Be results-focused when you're talking about people and to people that are in your target market.

Asking for Referrals 101

A next step in refining your approach to referrals is to polish up your "ask" a bit. Asking for referrals can be a delicate process, so a few tips certainly won't hurt.

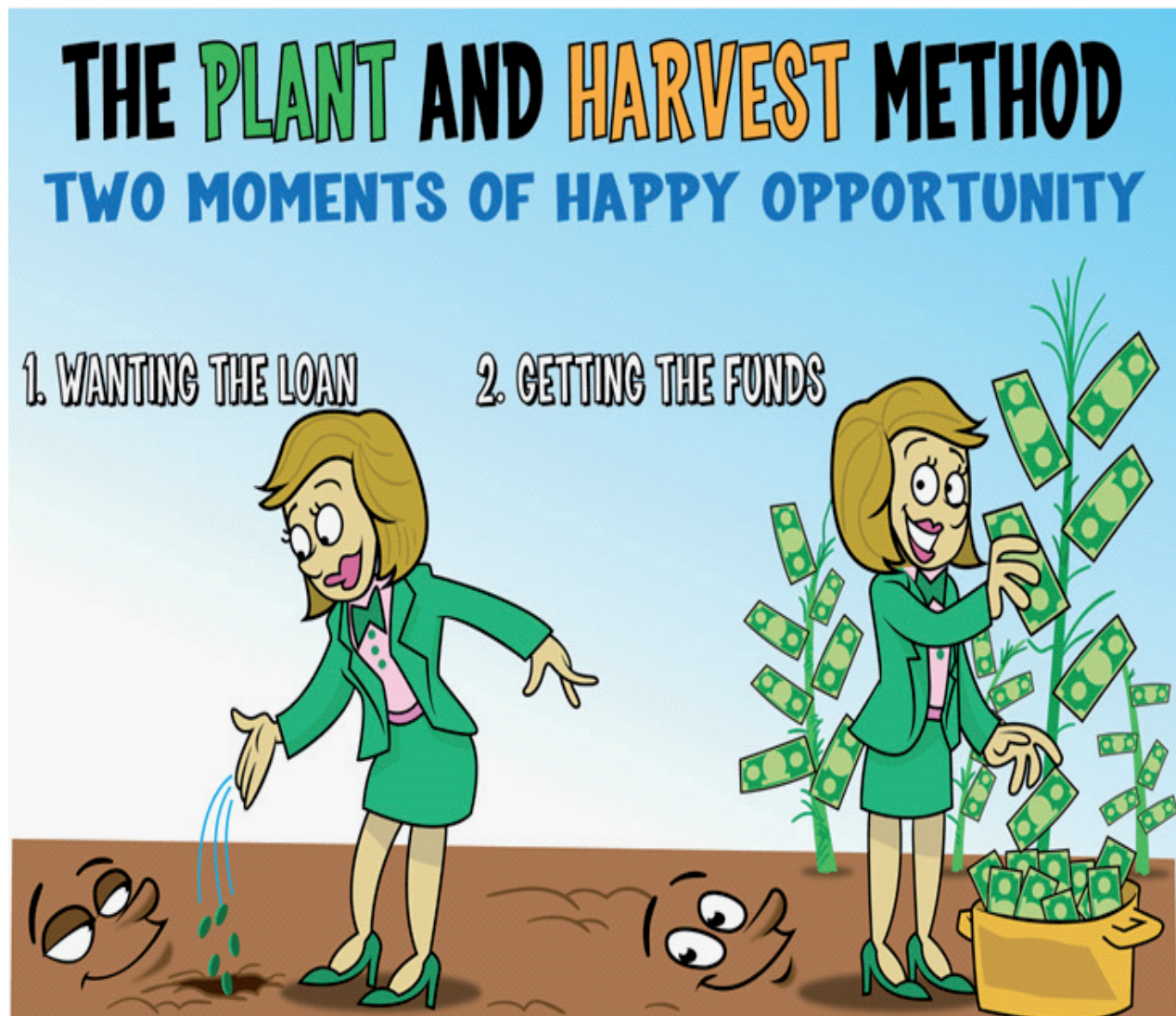
The following is a list of some of my favourite questions to leverage when asking for a referral. Review them and learn them, and then see where you can integrate them in relation to your services in a conversation:

- **"So who else do you know in the (whatever industry they're in)?"**
- **"How many of your neighbours do you know?"**
- **"Look, I wonder if you could help me."**
- **(Asking for help) "I'm looking for a plumber." "I'm looking for people who are buying new houses." "I'm looking for someone who's retiring."**
- **(More assertive options) "My business grows by referral and I really like to help some of your friends and colleagues. Who do you suggest?"**

The most assertive asking for referrals – and I don't recommend it – that I found was a billionaire insurance guy, who would say things like, "Matt, you're a rich and successful business person. You must know lots of other rich and successful business people. Give me 10 of their names." Now, that was a bit assertive for my taste, but if you feel that it works for your approach, think about incorporating something like that, which is a bit more aggressive.

Another option to consider is working contacts at an event. If you're at an event, and you're sitting with someone with whom it hasn't necessarily worked out, consider challenging them slightly. You might say "Do you know anybody else here tonight?" or "Do you know any of these other people here tonight?" or "Oh wow! I'd really like to meet Fred. Could you introduce me?" So getting introductions at events can be another useful technique.

Another way that works particularly well is what's called the 'plant and harvest' method. Here's how it works: when you meet someone for the first time, you talk about referrals. Then, when you do the settlement, or when you meet them for the second time, or when you're finalizing the deal and getting them the funds, you *harvest*.



This method gives them some couple of weeks between to think about and talk about and find referrals for you. And you can use a nice little process phrase like some of the ones we discussed earlier: “Our business grows by referral. When we get you the loan and you’re happy with our service, I will be asking you for three names of other people just like you that we can help”.

You plant that seed in the beginning and then later on you go, “Do you remember when I said at the beginning ‘Once you’re happy with our loan and you’re happy with our service I’m going to ask you for three names.’ Well, now I’m here to ask you for the three names. Who do you think – in all the groups of people; your friends and colleagues – can I help?” A bit more of an assertive model, but an effective one.

Yet another one that works particularly well is called the “referrer fee”. It runs along the lines of something like this:

“We have a special referrer fee. Normally our loan fee is \$5 bazillion, but for you, it’s only \$1,000 if you want to become one of our special referrers. Our normal fee is this much, but I can offer you a reduced fee of that much as a special referrer. All you have to do is provide the names of three other people just like you that would like to use our services”. This can create an enormous number of referral supporters. You can also then trade their referrals for some sort of extras, add-ons, or added value on a transaction.

Earning the Right to Get Referrals

People have to know you, have to like you. They have to be aware of what you do and can do, and they have to trust you. The biggest problem is always that they don’t have enough of any of this information.

So, I have a mantra that relates to this— “Leave no offer unoffered.” This involves what I like to call thinking “KLAT” or following the TALK method.

THINK KLAT – THE TALK FACTOR			
How well do I really KNOW YOU?	How much do I really LIKE YOU?	Am I AWARE OF ACHIEVEMENTS & ABILITIES?	Do I really TRUST YOU?
Reputation	1st Impression	E-Newsletters	Credibility
3 rd Party Referral	Presentation	Testimonials	Confidentiality
Meetings	Great Rapport	Success Stories	Integrity
Cold Calls	Not Negative	Find your Niche	Values
Marketing	Similar Values	Be a Specialist	Delivery
Feedback	Personalities	Do a truly outstanding job	Past Successes
	Time Spent		Not breaking Trust

If you want to get more down this pathway to trust, this is the pathway to making of your achievements and abilities. E-newsletter, testimonials, success stories – find a niche and do a truly great job and tell people about it, and that will make you trusted.



Chapter 5

Perfecting Your Connections

In this section, we're going to look into how you can perfect the relationships you've forged with other professionals. We'll talk about how you can optimise your connections, troubleshoot, and build trust with critical partners.

Making the Most of Any Referral Connections

You really want to have some *committed* partners... especially if you're going to go down the path of professional referrals.

The common wisdom says that only **1%-5% of cold calls** ever lead to a successful sale. If you mentioned that you were referred by somebody, you've got a **15% chance**. If the phone call or email is made on your behalf to that person, you get **50%**. Big uptick, right?

If somebody contacts me looking for a conference organiser and I put them onto somebody, and I've *linked them up*, forged a connection, that will definitely result in some business. That kind of referral was going to be probably an 80% conversion rate. So you need to make sure that you have committed partners to make the most of referrals.

Figuring out Why Referrals Stop

Now why referrals stop? I did a big analysis of this with some different referrers and they told me one thing pretty consistently.

If you caused me embarrassment, which means:

- You were slow to respond
- I got negative feedback

- **You made mistakes**
- **You were difficult to deal with**
- **You are apathetic and left a referral just hanging**
- **You had resentment**
- **You were careless**
- **You were jealous**
- **You were not caring**

...then I'm not going to give you any more referrals.

So if you got a referral that ended up going dead, have a think about whether you committed any of the above sins. Nine times out of ten it is usually because there's been some pain ... and this process is based in trust, right?

If on the other hand, I referred somebody to you the first time and you were:

- **Trusted**
- **Quick on the uptake**
- **Keen and professional**
- **Consistent in your approach**
- **Aware of the need to reciprocate and gave me one or if you give me a reward**

... then I'd be much more likely to give you another referral. So focus on your behaviours and see where you can polish up these small items to encourage more return business.

Building a Trilogy of Trust

Part and parcel of polishing and refining your behaviours is to get yourself to a place where your professional partners are trusting in you and extending that trust to others in their referrals.

This creates what Bill Gates calls "the trilogy of trust". When a third party person form within the trilogy introduces you, he or she becomes one of your best spokespeople. You need to develop more referral partners with the types of professionals that embody and foster trust-based relationships, professionals like:

- **Client advocates**
- **Accountants**
- **Business lawyers**
- **Specialist brokers**
- **Government representatives**

All of these partners can be filed under bronze, silver, or gold level referrers. Now the number one gold plated standard in this group? The accountant.

Most accountants have 300 – 500 quite wealthy instantaneously referrable people and have relationships or associations with many, many more.

Of course, wooing an accountant can be difficult. Fortunately, there's a fabulous little guide called *"How to Make Love to Accountants"*. It's a useful resource to check out, but to summarise one of its key points, it says that in a first meeting you have to listen for $\frac{3}{4}$ of the time and let the accountant talk for a quarter of the time. Small little hints like this can really help you build a relationship with this gold-level type of referrer.

Chapter 6

Rewarding your Referrals

Now that you've refined your process and begun forging real bonds with the kinds of professionals you need, you can take your next important step—rewarding your referrals!

Let's start out taking a brief assessment of your **Relationship Care Factor...**

How much do you really care?

If you just see your partners as a referral source, they won't give you much business.

How do you prove that you really care? Show that you really care by giving first. And have a "givers get" principle. Give a referral, get a referral. If you help enough people get what they want, you'll get what you want as well. That's what Zig Ziglar always said.

There are some techniques you can use to really demonstrate your high Relationship Care Factor and prove that you're the kind of person who gives as much as he or she gets.

For one, you will need to track the source of inquiry for every lead. Put a few of the following questions into your process:

"Have you dealt with this before?"
"Do you mind if I ask how you find about us?"
"How did you find out about us?"
"Were you referred by somebody?"

Use these questions to zero in on who has been helping you out the most... and who needs to be rewarded!

Remember...

... if you're sloppy in small things, you're sloppy in all things.

SLOPPY IN SMALL THINGS, SLOPPY IN ALL THINGS!



If you're really sloppy and you don't bother to ask those questions and you don't reward those referrers, then you won't get very good results and your referral machine will seize up and break. You need to pay attention to the small stuff and very be conscientious in both sourcing your referrers and demonstrating how much you appreciate them.

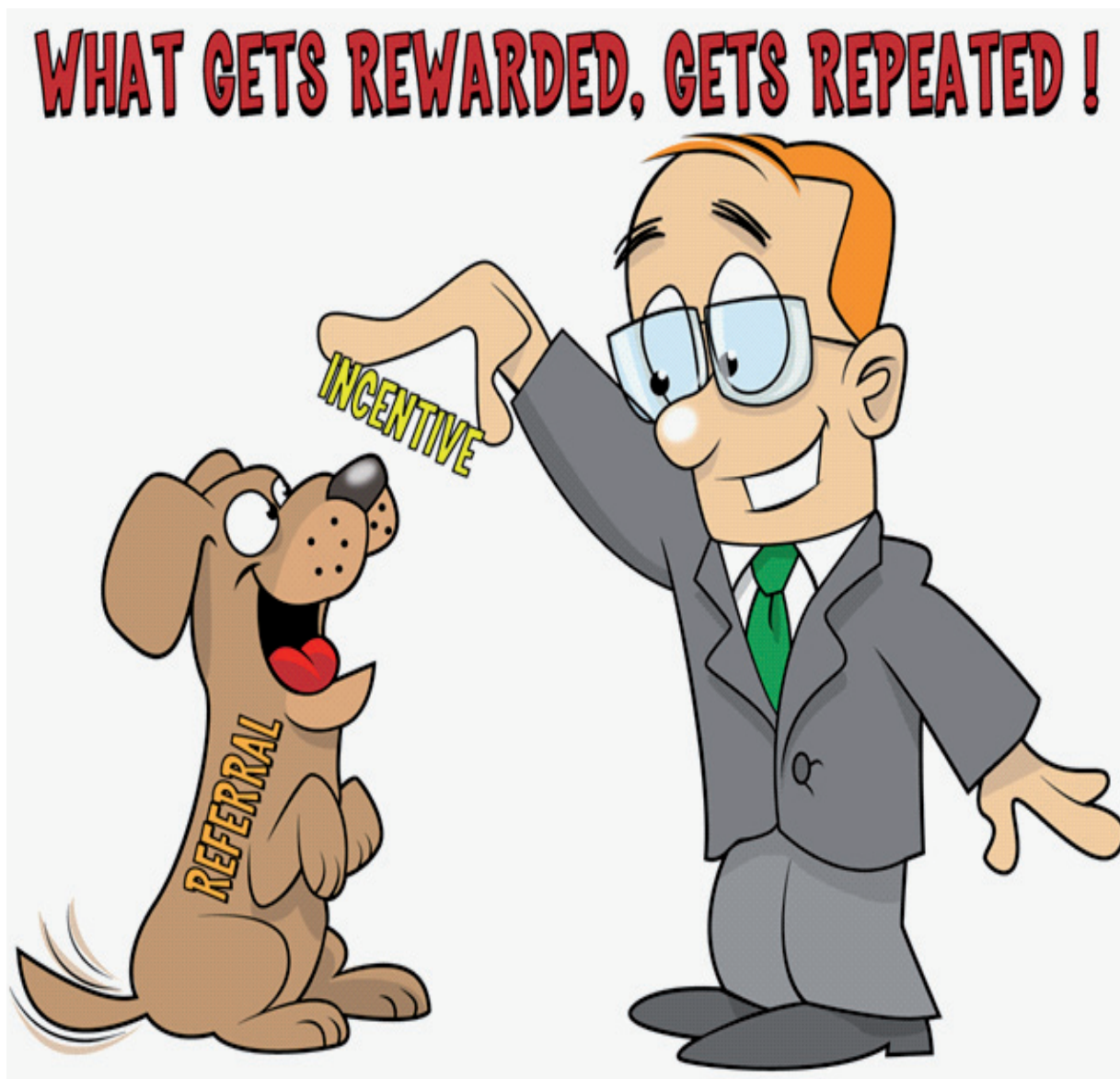
What's a reasonable reward? 5% or 10% is reasonable for how much you've earned out of that client. Remember that if you look after that client, then that client will become a client for life.

There are a few gift options you can consider. A card is always considerate and necessary and can go along with a box of chocolates or some flowers. Make it a considered, well-thought out choice. Make sure that you show that you've thought about the recipient's needs... after all, you wouldn't want to send a box of chocolates to a known diabetic. Take the time to really check in on what will appeal to them.

Chapter 6 Rewarding your Referrals

Follow up with a phone call. Everyone likes to have feedback. Everyone likes cards, emails, a personalized gift, an invitation to a special event, useful information, or connections. Use these small, communicative gestures and gifts to act as fertiliser for your referral program.

What gets rewarded gets repeated!



Conclusion

I think we've covered a fair bit and I hope you've enjoyed it all. Hopefully, you now have the tools in place you need to really start getting more repeats and driving referrals and word of mouth for you and your business.

If you want to really get into this, there are some great supplemental materials out there to consider: look into Bill Cates and Bob Berger – the two best referral experts in America. Also take a look at *Referral Engine* by John Jantsch. If you tend to play second fiddle, build some confidence and assertiveness with *Fearless Referrals* by Matt Anderson. And if you really want to work with professionals, advisors, and professional alliances, David Maister is the guru in that area— he's got a fabulous book called *The Trusted Advisor*.

In closing, I'd like to ask you one thing— to be as brave as possible. Go a little bit outside your comfort zone and do something that scares you. **Ask** for what you want in life and in business. Ask for extras. Ask for referrals. Ask for testimonials.

Go back and call, and thank your referrers even if you haven't had them refer for a little while. Give a presentation. Get up there and speak. Drop a bad client or relationship. Build your online tribe. Do everything you can to test your boundaries and push yourself to new places, forging new connections.

Also, be as diligent as you can possibly be! Keep your desk tidy, your rolodex organised... and most importantly your referrals aware of how much they mean to you! If you do that and leverage all the tips in this eBook, you'll be well on your way to harnessing the kind of word of mouth that will reward you with true and lasting success.



David Staughton

AUTHOR | SPEAKER | CONSULTANT

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- How you can dramatically increase your sales in quiet times?
- How you can sell the products your customers seem to be overlooking?

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It didn't go exactly as planned. Although David worked hard seven days a week, he found himself with few customers and on the brink of bankruptcy. But something happened...

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The logo for Big Hat Professional Services features the word "BIG" in a bold, dark blue sans-serif font, followed by "hat" in a pink, cursive script font. Below this, the words "Professional Services" are written in a dark blue sans-serif font, and the website address "www.bighat.com.au" is in a pink sans-serif font.

BIG hat

Professional Services

www.bighat.com.au

Big Hat Professional Services provides consulting, coaching and training expertise to CEO's, Entrepreneurs, and Senior Management, of the corporate, government, non-profit, and business sectors. The six programs listed below are customised to suit the needs and meet the goals of each client.

The logo for Polished Professional Services (PPS) consists of the letters "PPS" in a bold, dark blue sans-serif font. A pink arrow starts below the first "P" and curves upwards and to the right, ending above the second "S".

PPS
Polished Professional Services
work/life effectiveness

The logo for Dealer Development Services (DDS) consists of the letters "DDS" in a bold, dark blue sans-serif font. A pink arrow starts below the first "D" and curves upwards and to the right, ending above the second "S".

DDS
Dealer Development Services
delivering sales results

The logo for Making More Sales (MMS) consists of the letters "MMS" in a bold, dark blue sans-serif font. A pink arrow starts below the first "M" and curves upwards and to the right, ending above the second "S".

MMS
Making More Sales
rapid profit growth

The logo for Serve, Sell & Satisfy (SSS) consists of the letters "SSS" in a bold, dark blue sans-serif font, followed by a pink smiley face icon. The smiley face has two vertical lines for eyes and a curved line for a mouth.

SSS 😊
Serve, Sell & Satisfy
first class frontline

The logo for 'Off Peak' Solutions (OPS) consists of the letters "OPS" in a bold, dark blue sans-serif font. A pink arrow starts below the first "O" and curves upwards and to the right, ending above the second "S".

OPS
'Off Peak' Solutions
sales all year round

The logo for Lessons for Leaders (LFL) consists of the letters "LFL" in a bold, dark blue sans-serif font. A pink triangle is positioned behind the letters, with its base at the bottom and its apex at the top.

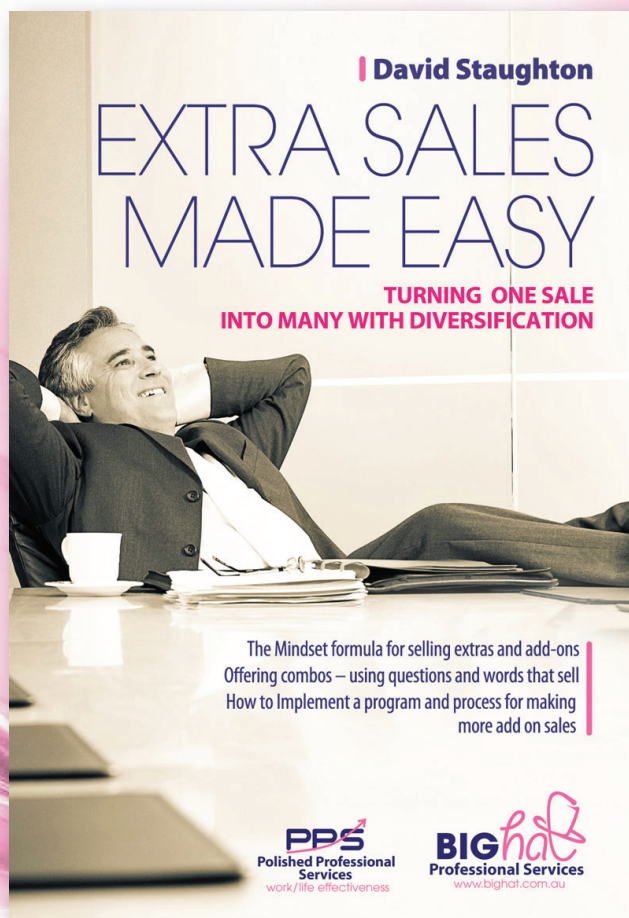
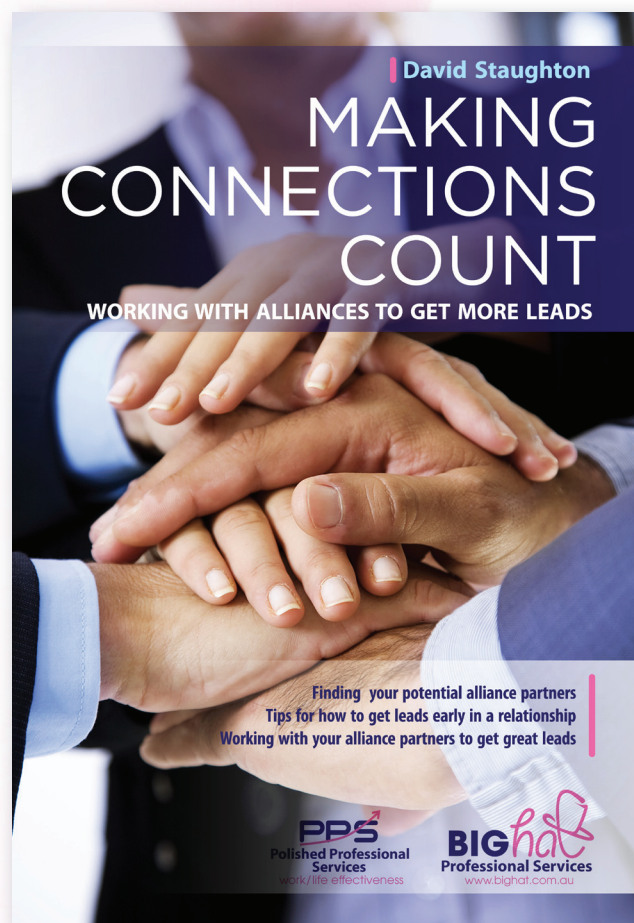
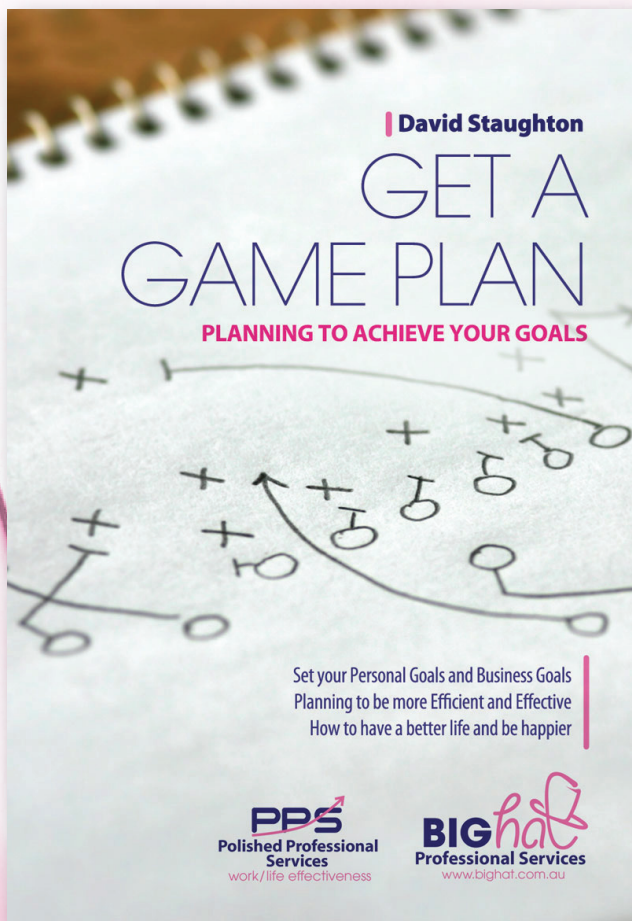
LFL
Lessons for Leaders
being a better boss

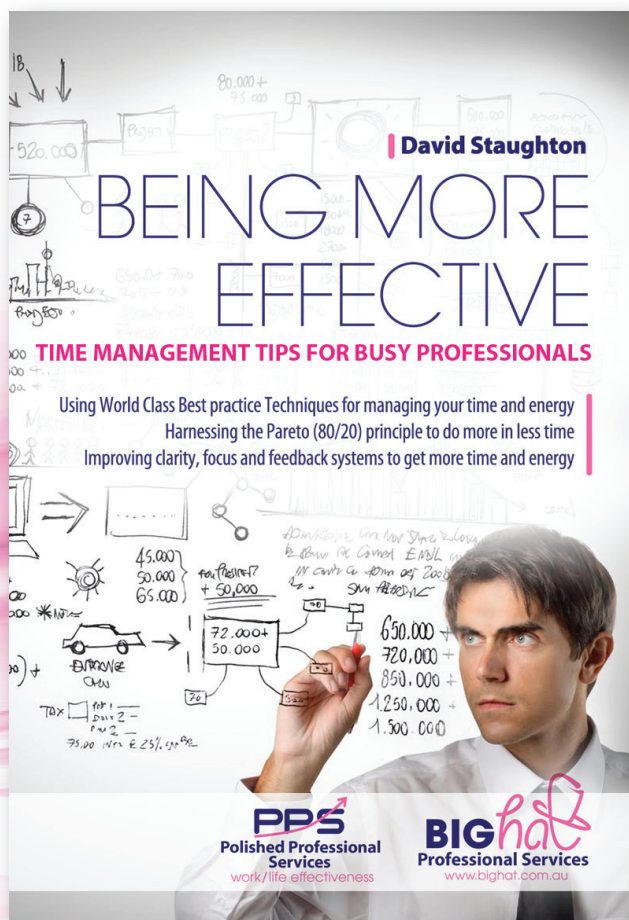
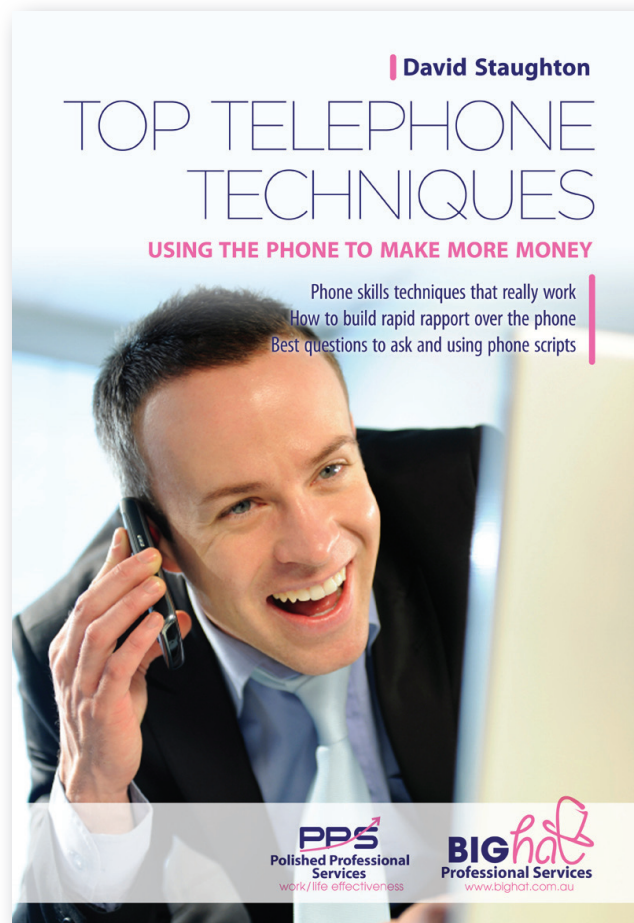
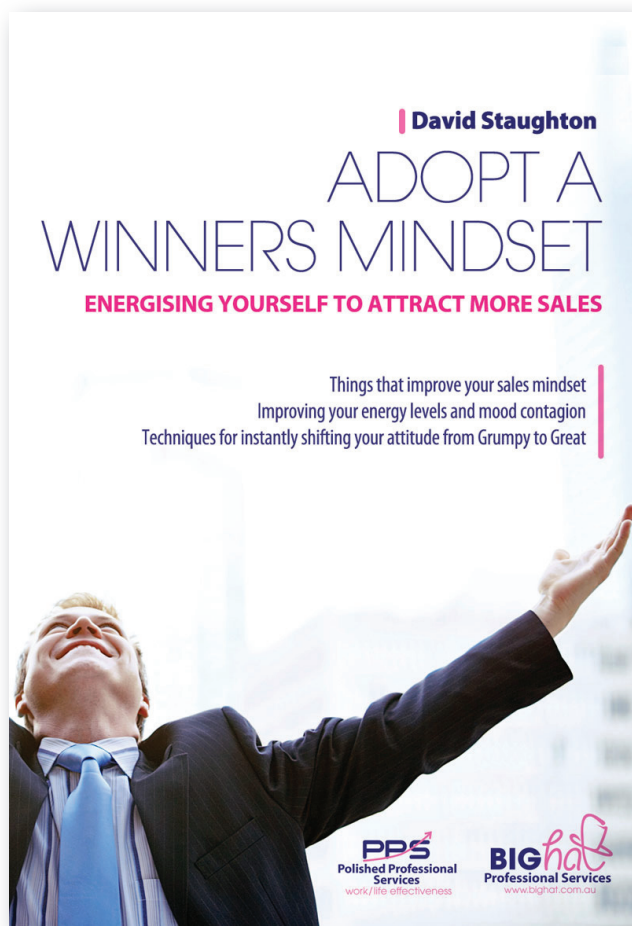


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Finding prospects and referrers in your local area
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The eBooks in this PPS series can be purchased as an entire set or individually from the websites below. Alternatively please phone to discuss your purchase or negotiate a group rate.

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