

“5 Secrets To Generating Endless Referrals To Double Your Business”

(A system to generate loads of business so you can sleep better at night.)

(Think about this: In the next 12 months, if you were to get one referral from each one of your clients that turn into business, your business will double!!)

Secret Number One: You Must Practice The Four Refer-ability Habits.

I find that there are usually only a few reasons that you may not be getting referrals. Some will become evident as you read this report. One reason may be that you are uncomfortable with asking for referrals because you're not quit sure of the right way to ask to motivate people to refer you.

I've worked with a large number of clients in the referral process. When I ask why they don't get more referrals from clients I'm told this, "I'm afraid I'll say the wrong thing. And if I say the wrong thing not only will I not receive a referral but also I could jeopardize my relationship with my client. Therefore, I don't even ask.

Another reason I find people don't get referrals is that they don't practice the "Four Refer-ability Habits." So what are the four habits"

Habit #1: “Always do what you say you’ll do.” This one is extremely important because if you're asking for a referral you must keep one very important idea in mind. The definition of a referral is, *“An introduction to a decision-maker on your behalf from someone that has influence with that decision-maker and they recommend either a meeting with you or to do business with you.”*

What's The Key?

For someone to have influence with another person they usually have to have a relationship with them. That person will not risk introducing you to that relationship if you **“don't do what you say you'll do.”**

Habit #2: “ Always say please and thank you.” The reason this habit is a key is that the person referring you will not refer to you if they believe you

won't treat the person they're referring you to with respect. Again, you're asking someone to give you something that's very important to him or her. That's an introduction to someone they may have investing years in developing that relationship. If they feel you won't treat them with respect there will be no introduction.

Habit #3: Always show up on time. By now I hope you understand the psychology behind these habits. If you have a challenge showing up on time to a meeting then the message that is being sent is that you don't really feel that meeting has much importance to it. Or there may be another issue. Have you known anyone who just can't seem to get anywhere on time?

What's is the "nonverbal message" sent by that habit? The message sent out is this, "I'm not able to control much in my life so I inconvenience everyone else." With that message people aren't going to refer to you much. Again, if you've invested years developing a relationship, are you going to take a chance with that relationship on someone who won't show up on time?

Habit#4: Always follow through. Have you ever know anyone who begins a lot of projects and finish none? Maybe they start a book, read a few pages, and then go on to something else. Or begin a project and half way through stop and begin something else. It's very important to follow through on projects to get referrals. Again, if you're asking someone to refer to you and they know you won't follow through they have a fear. The fear you'll sell something to their contact and they not follow through on service, etc. It's very important to follow through.

Well, there you have the four Habits you need to practice to ensure you're positioned to get referrals. These habits alone won't ensure you'll receive referrals, but without them it's a cinch you won't get any referrals.

Secret Number Two: Have A Vivid, Specific, Detailed, Description Of Your Ideal And Bread-And-Butter Prospect.

One of the major mistakes you can make is to assume that "everyone" is your Ideal Client. It's an odd human characteristic that when you tell someone that "Everyone Is My Ideal Client," their mind goes blank and they can't think of anyone. So when you ask for referral you may get this response, "*I don't mind referring to you. Let me think about it and as soon as I can think of someone to refer to you, I'll give you a call.*"

If that ever happens to you, don't hold your breath that you'll be getting a referral from them anytime soon. The key here is to have a very specific description of the person you're looking for. For example, you can ask to be referred to someone in the food industry. Most won't be able to think of anyone. However, if you ask to be referred to the owner of Carlo's Cafe, you are more likely to get a referral.

When you create a description some of the terms you can use are; Are they a business owner? Are they in the HR department? Are they a purchasing agent? Are they male or female?

One of the best ways to create this is to review your client's list and pick your top clients and describe them.

Secret Number Three: Always Reward Any Referral You Receive.

There is a motivation system you may be familiar with. That system says "*you punish the behavior you don't want and reward the behavior you want.*" What you want to focus on is "rewarding the behavior" you want.

I hear people say this, "*I'll reward you if you refer me to someone and that referral turns in a client.*" To me I think that is a mistake and here's why. You want people referring to you and therefore you want to reward every referral you get. If you want to give an extra reward if a referral turns into a client, that's alright.

I also hear business people say this, "*If you refer to me and that person into a client I'll pay you \$50.00 or \$100.00.* I don't agree with this philosophy for a couple of reasons. First, if you're paying money for referrals, in the back of the mind of the person you're paying, the thought is this, and "*I'm really a commissioned salesperson for that business and I don't really want to sell for them.*" (Here's a note: I'm not saying this won't work. I'm just saying I believe there's a better way to reward for referrals.)

Here's the second reason I don't recommend paying money for referrals. If you give someone a gift for a referral, every time that person holds that gift or looks at it, they will think of you. If you give them money, as soon as they spend it, it's gone.

At the very least you should call the person referring to you and let them know what happened when you called on the person you were referred to. Another nice strategy is to send the person referring to you a hand-written note thanking them for your referral. **You'll find that you'll get more referrals when you REWARD the action of referring.**

Secret Number Four: Educate Your Customers That You Build Your Business Using Referrals And That You Expect Them To Refer To You.

When you begin working with a new client one of the first things you need to talk to them about is the referral process. You want to thank them for their business. This is especially true if you picked them up as a result of a referral. It will set the tone for your relationship if you tell them how happy you are they were referred to

you. You then go ahead to explain that your business comes from referrals and you expect referrals.

You then want to explain that you will provide them with the tools that will make it easy to refer to you. Remember, “People will do what you expect them to do. You must educate them and then provide them with the tools to make it easy for them to refer to you.

What are those tools? First, a packet of information about you and your company. It can be a free report about the service you offer, the problems you solve, the benefits you provide, etc. You then give them a short lesson in what people will say if they need your help. Then teach them how to deliver the packet of information. When you begin doing this it will become easier to get more referrals.

Secret Number Five: Create Enthusiastic Experiences For Your Customers!

There was a time when you could go to a gas station and get real service. When you pulled up, an attendant would come out, some times they would come out smiling and even running. They’d ask what you wanted. Maybe you’d tell them to “fill ‘er up.” While they were doing that they’d check the air in your tires, check you oil level, and even wash your windshield. You’d pay and drive off happy because “you got more than you paid for.”

Now what happens when you fill your car up with gas? You drive up to the pump. If you don’t have a credit card you have to go inside and pay in advance before “YOU PUMP YOUR OWN GAS.” If you want your windshield cleaned, or the air pressure in your tires checked, or your oil level checked, you have to do it yourself. You’re not really that happy but you’re “**satisfied**” because you got what you paid for.

You can keep a customer without providing “outstanding, enthusiastic service. But you can’t get referrals without providing enthusiastic service. One on a scale of 1 to 10, with 10 being outstanding, enthusiastic, service and “1” be so-so, you only have to be a “3” or “4” to keep a customer coming back. But to get referrals you need to be a “7” or higher.

There’s a reason for that. Probably some time in your life you referred someone to a place you thought was great. The people you referred went to the place you referred them to and they had an awful time. But the thing is they never let you forget it.

Or maybe you had some high-pressure sales person try to pressure you into giving them referrals. Every time you think of the referral process, you think of these examples and it inhibits you from asking.

The bottom line is to do everything you can to provide an enthusiastic, exciting experience for your customers. They will then be more prone to refer to you.

Study these five principles and adjust your business to implement them. When you begin focusing on the referral process you'll receive more and better referrals. There is a universal truth that, "**What you focus on expands.**"

I hope this report is of value to you. If you have any questions about this report or the referral process, please contact me and I'll see if I can help.

Sincerely,

David L. Sims
417-831-0050
david@davidsimscoaching.com
www.davidsimscoaching.com