

How to Get the Highest Paying Clients

The Howard Partridge Referral Marketing System

*“A Referral Program So
Effective You May Never
Advertise Again!”*

Everyone agrees that “word of mouth” is the best advertising. Everyone knows the power in someone telling another person about a service or a product. The problem is that “casual” referrals do not always create a phenomenally successful business. Just because you are doing a good job and getting your name out there doesn’t mean you will be highly successful. The reason is that today customers are more skeptical than ever, and the market is saturated with choices. Advertising and promotions have become so loud and noisy that consumers tune out most of what they hear because their brains are full!

There are two ways to market a small business or service today. One, implement the most creative marketing possible. This works if you really understand advertising and you are willing to do some off the wall crazy things (have you noticed all the crazy ads out there today! WOW!).

The second way to market your business is with a referral marketing system. Not just networking with others, but having a system that once put in place, automatically generates new customers for your business. A system is a group of working parts that work together to produce an end result. It is a machine. This program is that machine. This program contains a referral system that when followed by any small business, can dramatically increase the number of referrals. In fact, it is so powerful that small business owners around the country have doubled and tripled their business using it.

Let's look at the advantages of Referral Marketing over traditional advertising...

The Network is Completely Unlimited – With advertising, you are marketing to the end user. In referral marketing, you market to a referral “source” that has an unlimited supply of your prime, potential clients. Referral “sources” are not just clients that have used your service. Even though your existing clients are excellent referral sources, I have found that every industry has related professional sources that can GIVE a small business owner TONS of clients. Why? Because the nature of their business relates them to yours. An example... A carpet cleaner can get tons of business from carpet stores. Many carpet cleaners don't know that. They slug it out in the yellow pages or coupon mailers and compete on price. Meanwhile the smartest carpet cleaners are building relationships with carpet stores, designers, and Realtors.

A restaurant can generate referrals through the concierge service of nearby hotels, a beauty consultant can generate referrals from bridal salons and hair salons. The power in professional referral sources is that they already have a trusting relationship with your potential client. The trust barrier is the biggest barrier to overcome in advertising and it's already done for you! IF... you have positioned yourself as the referable expert that is qualified to serve their valuable client. How do you do that? That will be covered in this program.

The end result of setting up an effective referral system is that the network of referral sources and clients is completely unlimited.

Think about the two words that are underlined... NETWORK... and SOURCES. If I am after the high end client, wouldn't it make sense to spend the same amount

of time, money, and resources to go after a SOURCE that has an unlimited supply of high end clients? It especially makes sense if high end clients don't respond well to direct marketing. Even if they do respond, you will discover how referral marketing can be a much more effective and profitable way of marketing your company.

OPTION 1

Market to individual clients



OPTION 2

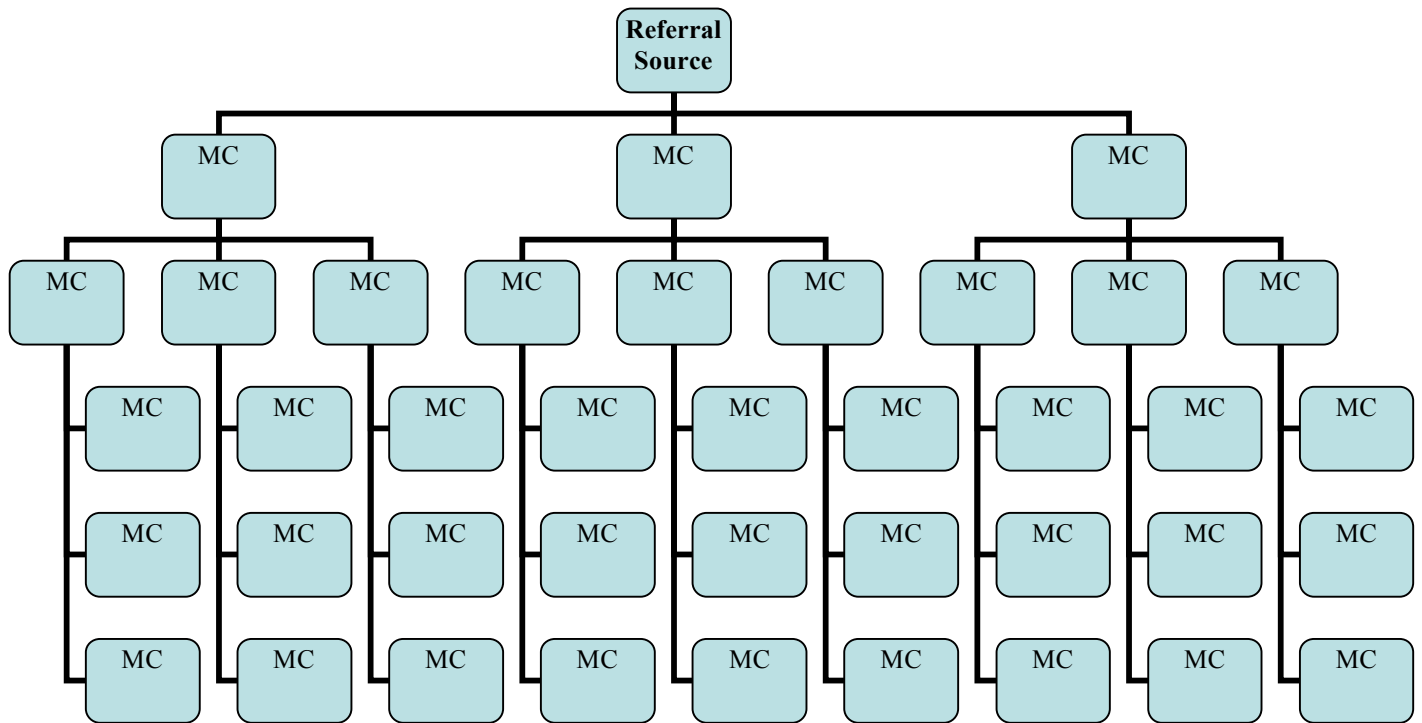
Market to a referral source that has unlimited supply of "Mercedes Clients"



Top 10 Reasons Referral Marketing is So Effective

Reason #1: The Network is completely unlimited. Compare that to advertising. To continue to generate income from advertising, you have to keep advertising! With referral marketing, you it continues to work and there is no limit to the growth potential! The referral source refers a Mercedes Client (MC). If you have a strong referral program, the Mercedes Client refers you to their

friends, and this process happens over and over. But it only happens if you have a strong referral marketing program.



Reason #2: Higher Quality Clients- Since Mercedes Clients seek out a referral, you will get higher quality clients just from being “referral based”. Referred clients usually don’t even ask about the price. They are more concerned about quality than price.

Reason #3: Pre-Qualified Clients – With the right referral marketing system, your prospective clients will be pre-qualified by your referral source. They will already know a lot about you. They already know that you charge more and they are calling you anyway.

Reason #4: People Trust Referrals – Everyone that is in business has received referrals from time to time. Wouldn’t you agree that referrals already have a level of trust for you? Sure they are. They trust you because the person they trust knows about you.

Reason #5: Reduces Competition – With the right referral marketing system, you are no longer fighting for the best placement in the yellow pages or the best zip code for the coupon mailer.

Reason #6: Low Cost – With the right referral marketing system, you won’t be spending money on expensive advertising. The cost is very low for referral marketing. Even with a referral fee (which I highly recommend), the cost is still

extremely low compared to advertising.

Reason #7: High Returns – The returns can potentially be huge. In my experience, any overall advertising program in the carpet cleaning industry would be doing extremely well to get a 4 to 1 return. In other words, if you invested \$1000.00 in advertising, you would get \$4000.00 in return. Anyone would be happy with that return across the board. With referral marketing, if you pay a 10% referral fee and everyone cashed in on it, you would have a 10 to 1 return. In my program, I show you how to get a 20 to 1 return.

Reason #8: Returns Guaranteed – With a referral fee, you don't pay it until *after* the job is done and the invoice is paid. With traditional advertising, you put your money on the line and hope for a return.

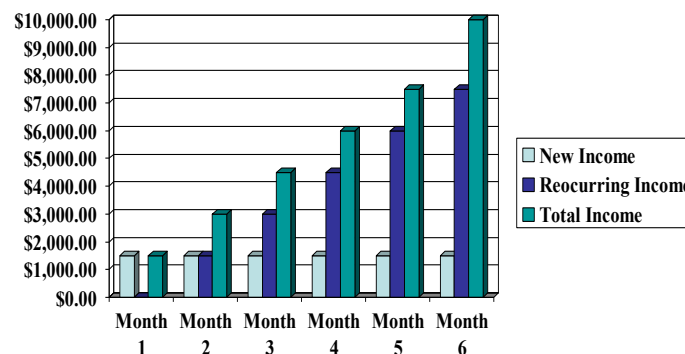
Reason #9: Small Time Investment – The biggest objection I get to referral marketing is “time”. First of all, if you just implement the right referral program for your existing clients and the people you already know, you can generate many more referrals than you currently do. In my program, I show you how to develop professional “referral sources”. I teach you how to just walk into some place and turn them into a referral source. It's easy, it's fun and it doesn't take much time. I built my carpet cleaning company calling on referral sources on a part-time basis. Just a couple of hours here and there. In between jobs mostly.

Reason #10” EXPO-NEN-TIAL MULTIPLICATION!!

Would you be interested in how investing just a few minutes a day doing something really fun would give you a return of over \$10,000.00 in new business each and every month after 6 months? Of course you would. Even though I can't guarantee it, I have seen it happen many times.

Here's what I discovered with referral marketing (see the chart below).

Exponential Multiplication Chart



This situation assumes that we can generate \$1500.00 in new referrals in a one-month period (the light blue column on the chart). Not too difficult for most small businesses. What I discovered about referral marketing is that once you win the confidence of a referral source, they will continue the habit of referring you (the light green column), unless you give them a reason not to. Once in this hypothetical case, if we were able to gain a new set of referral sources the first month that referred \$1500.00 in new business, and they repeated that habit each month each and every month that simply repeated that habit every month, in 6 months you would be at \$10,800.00 in *new* business every month (the total monthly income in new business is demonstrated by the (blue column)).

I have seen many businesses including my own dramatically increase the number of referred clients by practicing good referral habits each day. By constantly making contact with potential referral sources. Many of these companies (including my own) generated so much business with this process that we did not have to advertise at all.

The Definition of Referral Marketing

My definition of referral marketing is

“the process of building a network of sources that will refer multiple clients to your business”.

Think about the two words that are underlined... NETWORK... and SOURCES. The key to powerful referral marketing is to target “referral sources” that already have a relationship with your target client. In the service trades, “Mercedes Clients” operate almost exclusively through referrals. That’s how they buy. They generally don’t go to the yellow pages or coupon mailers. They get a referral from a trusted friend that has the same values. Or, they ask one of their “consultants” – one of their advisers.

The difference between a customer and a client is that a client has consultants. Instead of buying a product based on its features and benefits, they want that person to “advise” them and take care of that part

of their life. So, when they need a product or service, they will seek out one of their advisors. For example, when a high end client needs to get their carpet cleaned, they will call the carpet store where they bought the carpet to get a referral. If they a pool cleaner, they may call the company that built the pool.

Here's where you come in. Whatever business you are in, you want to approach the advisors – the consultants – the referral “sources” in your industry. If you sell beauty consulting and supplies for example, you may find that bridal salons or hair salons are great referral sources for you. You position yourself as a consultant and begin building a network of sources that already have a relationship with your client.

Instead of marketing to individual clients, you are marketing to sources that have an unlimited supply – people who are in a position to refer you on a regular basis.

Your existing clients are the best referral sources you have, but they usually don't have the potential number of clients to refer as a source that is in a related business. If you upgrade your referral marketing processes with your existing clients, plus add professional referral sources, the results can be astounding.

NETWORKING: THE PRE-REQUISITE TO REFERRAL MARKETING

Networking is the process of building relationships with the mutual desire and intent to connect to others.

Why effective networking skills are key to successful referral marketing...

Get over the FEAR – I have discovered that many small business owners have a great fear of introducing themselves in front of a group or walking into a business unannounced. This program will give you some great tools and ideas to make it really easy so that anyone can do it. One of those ways is to put yourself in a networking environment where you are forced to introduce yourself to strangers. This will help you overcome that fear. Toastmasters is a great group to join because it not only helps you get over the fear, you learn how to develop a presentation – the key

to getting important concepts across to people in a way that will cause them to take action.

By the way, while we are on the subject of fear, let me give you a simple definition of it:

False

Evidence

Appearing

Real

You see, most often our fears are a fabrication of our imagination. We dream up all kinds of scenarios (like getting kicked out of someone's office) which never happens. Even if we do get rejected, it's not the end of the world, it's just part of the process. We really learn when this happens. We learn how to do things different or what people profiles are not our best target.

Learn how to have a positive impact on others – One of the key ingredients of building successful business relationships is the ability to have a positive impact on others. Gaining experience in networking teaches you how to form words and body movements that turn strangers into friends and friends into clients or referral sources.

Positive Impressions = Confidence. Confidence = Action. People make many subconscious assumptions about you before you even open your mouth. Everything from your economic status to your heritage to honesty. This is why it is so important to dress well, learn how to formulate words and phrases properly and control your body language. It is very powerful when you master it.

Experience in networking teaches you how to use words and actions that will influence others in a way that will cause them to want to do business with you.

Develop your 60 second “commercial” – In the Marketing & Advertising System, I cover a 5 point marketing message that can be used as an introduction tool in these types of environments. You need to have a powerful message about your service that you can deliver verbally in 60 seconds. There will be countless times that you will be required to repeat it. You don't want to blow it by saying what every other boring businessperson says. You want to be different.

Learn Social graces – Networking allows you to learn the important social graces of interacting on a professional level. Learning proper etiquette is an important tool as well. As you begin to interact with important people, they will observe that you are sophisticated and a potentially valuable person to do business with.

Learn how to penetrate circles of influence – By learning how to build positive relationships, you will learn how to penetrate difficult circles of influence. You become part of their environment *before* attempting to sell them. *See notes on how networking will take you where advertising can't.

Build key support relationships – Many times in networking environments you may not get tons of business. That usually comes from prime referral sources. However, key vendor and support relationships come out of networking groups. I get the best service from my professional printer. I met him in a networking group years ago. Since then, I have probably spent a hundred thousand dollars with him. That group has obviously given him a handsome return!

Networking is About Building Relationships

Every business is a relationship business – Any way you slice your business – any type of business you may be in – is a relationship business. It is simply a business about people helping people (to use an Amway term!).

A positive relationship is built on caring – If you don't really care about people, you will struggle in this area. Relationship building requires you to care about others – to be seeking their interests as well as yours – to understand, not just to be understood.

Caring starts with giving – Jesus said “Give and it will be given to you—pressed down, shaken together and running over.” Find out how you can help other's business – how you can add value to their business, and it will come back to you.

Relationship Selling is the process of being an asset to others before they become an asset to you – Certified professional speaker and professional

speaking consultant, Jim Cathcart, wrote a book some years ago called “Relationship Selling”. The basis of relationship selling is becoming an asset to your prospect rather than *just* presenting benefits of your product and using closing techniques. It’s about becoming friends with your prospects and clients.

All things being equal, people would rather do business with a friend - Sales guru, Jeffrey Gitomer, says, “All things being equal, people would rather buy from a friend – and all things being not-so-equal, people would still rather buy from a friend.”

The most powerful sales tool you have is someone else’s word – No matter how powerful your presentation may be, you can never match what other people say about you. Testimonials, especially when they come in the form of a direct referral, removes all fears and doubts. They trust their friend, and their friend said this and that about you, so it must be true! You don’t have to say a word!

It’s not what you know - Master networker, Harvey MacKay, says, in his phenomenal audio book, “How to Build A Network of Power Relationships “It’s not what you know – and it’s not *who* you know – it’s *what* you know about *who* you know!” The professional relationships you build in business can offer opportunities you could not have dreamt in your wildest dreams.

Relationship selling will take you where advertising can’t - There are many sales courses and marketing courses that teach techniques on how to get past the “gatekeeper”. Networking among your “best buyers” or the “big players” lets you bypass that entire difficult process. You get to know the decision-maker personally. Because of that, he dictates to the purchasing manager, who to purchase from. This is a powerful concept. This reminds me of a powerful story of a financial planner. The financial planner had a target market of textile manufacturers. The principles of these firms were impossible to get in front of. He tried all the advertising gimmicks, all the gatekeeper techniques. Nothing worked. He found out that 4 of these guys had breakfast at the same coffee shop, at the same time, several times per week. He simply planted himself at the table next to theirs. Within a week they were exchanging greetings. Within a month he was sitting at the table with them, and within 3 months he had all four

accounts!

Where to network (to learn how) - The local chamber and networking groups are excellent places to *learn how to network*. You may not get a lot of business all at once, but it will be worth it in the long run in business, experience, and relationships. The point is that before you can be phenomenally successful in Referral Marketing, you *must* be a good networker. Once you learn how to network, you can place yourself wherever your prospects and/or referral sources are.

How to Network

Dress well – Don't show up to a networking group too casual. Making people more "comfortable" by dressing down doesn't always generate business. If you are going to build powerful business relationships, you need to look like a businessperson. Wear a sport coat and a tie if you are a man. Wear a dress or nice pantsuit if you are a woman.

Always have business cards (or brochures) – Don't ever go anywhere without business cards! Keep a stack in your pocket, a stack in the car, and keep your extra supply wherever you keep your car keys! What I do, is also keep a supply of brochures with me. I keep a case in my trunk and when I go into a networking environment, I put a few in my inside coat pocket. When someone asks for a card, I give them a brochure instead. The reason is that the brochure will give them more information and it will stand out from the rest of the cards they collect.

Always get their card - It is much more important for you to get their card! There is no guarantee that they will call you, so be sure to get their card and follow up with them. Follow up instructions are outlined below.

Be gracious – Remember that in a networking environment, you are not there for you! You are not there to eat and take advantage of the food and drink. You are there to build relationships, so prefer others before yourself. Be polite and kind. Be positive and likeable.

Don't fall into the good ole' boys club – The "good ole' boys club is when people make a pact to scratch one another's back regardless of whether the other is scrupulous or not. It's okay to be preferred by

someone that you have a positive relationship with, but once it goes beyond honest business practices, stay away!

Avoid getting into negative conversations – Sometimes you will run into people at networking groups that want to talk about the weather or complain about the food, or whatever. Keeping in mind that you are not there for you, avoid these conversations. They are not productive and they bring everybody down.

Don't stand in the corner all alone – Mingle using the techniques below.

Target your prospects – Try to determine who would be a good relationship partner for your business. Maybe they will be an excellent referral source, or they are somehow related to your industry. Strike up a conversation with them using the script below.

Use good timing – Meet Barbara Bush. A few years ago I had the pleasure of meeting former President Bush (Senior). Since the Bush's live in Houston, one of our ongoing inner office jokes was "We're waiting for Barbara's call". It would certainly be a pleasure to serve the former first lady. While I was waiting in a long line to meet the former president, Barbara Bush had only a handful of people around her.

Wrapped up in the excitement of meeting her husband, it didn't dawn on me to give Barbara my card until after we met the former president. We were the last in line, so by the time we had our photo taken with him, Mrs. Bush began to leave the area, escorted by the Secret Service. I made the huge mistake of approaching her *after* she had begun to move on. Ugh! The lesson: Use good timing. I had 45 minutes of prime time to approach her! I blew it. Also, be sure not to interrupt when they are involved in something extremely important. Be respectful of their time.

Show interest in what they do – Instead of just trying to get across what you do, show interest in what they do and find out as much as you can about their business. This will come in handy when you get to talk about your business. People love nothing more than to talk about themselves and their business. In fact, a great exercise is to practice asking as many questions as possible without saying anything about yourself until they ask. Once they ask, that means they will listen closer to what you have to say.

Listen emphatically – Instead of half way listening (called “selective” listening), listen closely to what the other person is saying. Use nods and positive affirmations to let them know you are interested in what they are saying. Even if you aren’t really, you should be, from the standpoint of how you will build a professional relationship with this person.

Try to discover ways you can help them with their business (e.g. Referral program, etc.) – When you meet someone that is a good prospect for you, instead of trying to find out how they can help you, find out how you can help them. If you can offer valuable information that will help their clients, or if you have a lead for them, you will get all the business you want in return. If you add value and profit to their business, you will be their hero.

Script for introducing yourself at a networking group: “Hi, I’m Howard. What’s your name?” Person responds. “Nice to meet you. What do you do?” Person responds. “Oh, that sounds interesting.” Now practice asking as many questions as you can about what they do. After a while, they will begin to feel like they need to reciprocate. That’s called the Law of Reciprocity. In other words, if you give me something, I give you something. If you get into the habit of focusing on listening to them emphatically and showing interest, they will eventually realize they have been talking about themselves and haven’t learned about you. The time it takes for people to realize this varies greatly depending on who you are talking to! They will then begin to ask you what you do. Now you share about yourself and your business. You should have a memorized 60 second, powerful “commercial” about what you do to share in these types of environments. This will insure that you have maximum impact during the short time you have to introduce yourself. How to develop your 60 second commercial is covered in the Marketing & Advertising System.

Mirror their movements – A technique used in building subconscious rapport is called “mirroring”. By mirroring their movements, i.e.: if they cross their legs, you cross yours. If they lean back, you lean back. If they lean forward, you lean forward. This makes them more relaxed and therefore helps you to build more rapport. Try to do this in a natural way. If they notice you are copying them, they may think you are weird! This is done in a natural way. As they shift in their chair and cross their legs, they are just doing it to get more comfortable. When you do the same, they will think you are also just getting more comfortable.

Get permission to contact them – A vital part of the conversation is to get “permission” to call on them. If they give you their word (even if they don’t really want to), they will most likely honor it. Otherwise, if you don’t have their permission to call on them, you will not be as likely to get the appointment.

Get in front of the group as often as possible – Any time you can get in front of a whole group, the better. Don’t be embarrassed to speak in front of the group. Do everything in your power (even when you are not asked) to get in front of the group. Tell the coordinator you want to give something away, or whatever. When I started my consulting business, the first event I promoted myself at was a convention. At the reception they wanted to roast a guy, but they had not really planned what to do. I had this crazy story I had written in one of my manuals and I suggested that I tell that story making believe that it was about him. So before you know it, I am in front of a group roasting a guy I never met!! The audience loved it and I made a lot of new business contacts that still support me today.

Remember why you are there! – You are there to build your business. To build relationships, to find out how you can help others so they will in turn help you. You are not there for personal reasons. Keep your goals in mind and make the time investment worthwhile.

Follow Up

Immediately put their name and address into a database – Every card that you gather, immediately put into a database. If you are strapped for time, hire a high school student or college student to do data entry for you.

Send them a “Nice to Meet You” letter and/or an info pack immediately. You should develop an information pack that shows why prospects should use you over someone else.

Mail to them every single month. Depending on your business, you should be mailing to your clients every month to develop repeat business, referrals, and secure your position with the client. Send post cards,

newsletters, and anything that you feel would be valuable to them. You can have 3 different mailers for clients, prospects, and referral sources. You can also “funnel” your new clients so that you systematically “teach” them how to be the best clients. In other words, when you gain a new client, you send them something each month that is pre-planned that educates them about the vital things they need to know. A good example would be how to maintain whatever you serviced. Teach them how to take care of the item that was serviced in between service calls. This adds tremendous value to your service and puts you in a place where you can charge a higher price or create demand or both.

Put them on calendar to call the following week or whenever you told them you would call.

Call Script: “Hi Jack, this is Howard. We met at (name of networking group).” Jack responds. “I just wanted to see when we could get together to see how we can help each other.” (notice it says “when” not “if” and it says how we can “help each other”, not only how he can help me).

Jack responds. If evasive or unsure: “I don’t want to take up too much of your time. It would only take me a few minutes to share a couple of programs that can really help your clients and add tremendous value to your business. These programs offer free services and information to your client as well as cash rewards to you.”

If still refuses: “No problem, I understand. When would be a good time to check back with you?” (Note the time and enter it in your calendar. Make sure you call then.)

Programs to Offer

You want to have programs that add value and/or profit to their business. You want to demonstrate that you can help their business. The programs are designed to automatically refer business back to you. This is a real win/win situation.

Free Trial Offer Program – Supply them with Free Trial Offer Cards so that their special clients can try your service for free. This almost always turns into more business.

The Free Trial Offer Card is one of the most powerful tools you will ever discover. The concept is to give *qualified* prospects an opportunity to try your services for free. This is a way that reverses the risk from the prospect to you. In other words, they can try your company without having to put their money on the line. My company has been using this concept for many years, and our experience has been that most do not use it for free service. The message it communicates is so powerful that it gives them another compelling reason to use us instead of someone else.

The Free Trial Offer Message is completely different than a discount. A discount is conditional and causes prospects to respond to get a “deal”. The concept of a free trial offer is different because it does not require an investment other than time and reverses the risk.

Referral Reward Program - This is one of the most important parts of the program. It is so important that it has it’s own section below.

Mailer Program – Offer to pay for the printing and postage for your referral source to mail an informative letter to their clients. This letter will give them valuable information about the service you provide, and refer them to you. An example of this would be a carpet retailer that

Free Trial Offer!

If you've never experienced
the excellent services of

**<Your Company
Name>**,

now you can get:

**<Put Your Free Trial
Here>**

**NO CHARGE, NO
OBLIGATION!**

**There will be no high
pressure sales pitch,
Just great service!**

**Call 000-000-0000
Today!**

sends his clients a Warranty Letter and explains that the carpet needs to be cleaned by a trained professional. In the letter, the retailer tells his client why they should use this cleaner over anyone else and offers a free trial. This is a powerful concept because the referral source already has trust (which is the most difficult and most important message to get across). The most difficult part is done for you. Someone else is singing your praises. We have gotten tremendous returns using this concept. This mailer helps the person sending as well. If the referral source is constantly delivering valuable education to their client, they “assign” a higher value to their service. Plus, the referral source could put an ad or letter in the envelope promoting their service as well.

Presentations – One of the important aspects of being a referral based business is Education Marketing. Education Marketing is covered in the Marketing & Advertising System. There are many aspects of Education Marketing, but one is developing presentations that will be of value to your potential referral sources. Doing presentations and providing education positions YOU as the expert – as the consultant – as the one to call for information. The result is you get called over anyone else. You build exclusivity because you are the expert. You not only get the “specialty” problem solving type work, but they figure if you can handle the difficult problems, you can handle the every day stuff, so you end up getting all of their referrals.

Here are some examples...

How to Select a Professional <Your Industry>.Company - In this presentation, you will outline your 5 Point Marketing Message in detail. You will share the questions their clients need to ask when selecting a service in your industry. Example: How to Select a Professional Plumbing Company. The 5 points covered in the 5 Point Marketing Message would be covered.

Problem Solving Presentation – Identify the common problems that their clients are having. Identify how to solve those problems. Example: In the carpet cleaning industry, spots come back, sticky residue is left on the carpet, and dark lines form around the perimeter of the rooms. A professional carpet cleaner will arm the referral sources such as Carpet Retailers, Designers, and Realtors with the solutions to those problems so that they can pass the information on to

the client.

Free Lunch Program – Send out a letter to potential referral sources inviting them to a free lunch. Hold it at a really nice restaurant. Many of my clients have done this with great success. You need a hook. We helped start a local association, so the hook was “come find out about the new association”. You could have a speaker that would speak on an important topic to them, or you could simply advertise “come find out how you can get free money and add value to your business”. Have a fax form so that they can easily fax in the registration. Call the day before to confirm that they will be there.

Newsletter Program – You should produce a newsletter for your industry. Why? Because referral based companies distribute valuable information. It’s part of education marketing. By providing clients and referral sources with valuable information, you are again setting yourself apart – you are “assigning” a higher value to your service. Information gets more readership than “ads” so you end up getting more business. This fact is demonstrated well in “advertorial” type ads. Have you seen ads that look like articles? That is a technique that marketers use to get more readership.

Once you produce your newsletter, you can then allow select associates to place ads in your newsletter. Your newsletter will also have your ads in it. Some of the articles will be about your product or service. Be sure to have a healthy mix of helpful information and advertising.

Sign Board Display- If your referral source has a retail location, get some plexi-glass brochure holders or create a sign board display to put on their counter.

Recommended Books

1. How to Win Friends and Influence People – Dale Carnegie
2. Relationship Selling – Jim Cathcart
3. How to Build A Network of Power Relationship -Harvey MacKay (audio)

TARGETING YOUR PRIME SOURCES

To get your business on the fast track of receiving tons of referrals, you want to begin an aggressive referral system that pulls out all the stops. Remember that “casual” referrals are not enough to generate a phenomenal number of referrals. The following outline will assist you in identifying the most promising referral sources for your business.

Your existing clients – Your existing clients can be your best referral sources. They may be limited what they can produce on an individual basis, but collectively it can be powerful. Your first course of action is to send your existing clients the Referral Reward Announcement Letter. This letter announces your Referral Reward Program. After that, be sure to tell each and every client about the program. Use the proven slogan “Get FREE CASH or SERVICE (or products) with Our REFERRAL REWARD PROGRAM! Another great headline is “How to Get FREE MONEY through our Referral Reward Program”. Two of the 13 most powerful words “Free” and “Money” are used. Promote it in your thank you letter each time you service a client. Promote it in every newsletter, and every mailer you do. Promote it on your website, on your on-hold message, and any printed materials you’re you produce. To get maximum impact, you have to really promote the program. Begin rewarding each referrer immediately and automatically. As your clients and referral sources begin to receive the referral certificates and an explanation of why they are getting free cash or service, it will spur immediate referrals. *Special Note: If you are new in business, you do not need any clients to generate referrals. Professional sources can be obtained even with new businesses.

Professional Sources that have already referred or used you – Check your past invoices to discover any referral sources that have referred your business in the past. You already have a relationship with these folks. Now all you have to do is begin working closer with them using this program to dramatically increase your referrals. They have the referrals - you will now give them more tools to insure that they give you as many referrals as possible. Go by and bring them some donuts and information on the Reward Program and other programs you can offer to become a resource to them. So many times we overlook the potential of sources that refer us once and a while.

These casual referral relationships can turn into a gold mine, but you must get in there in do the mining!

Relationships already established – You may already know potential referral sources through social groups or activities you are involved in. Once you build your Source Profiles, look for these profiles in the relationships you already have. Starting here gives you a tremendous advantage: The biggest barrier is already broken! The biggest barrier to referring someone is the lack of trust. If you don't know someone and you don't know whether you can trust them, you will not refer them. You won't risk your reputation on someone that you are not absolutely sure about. So, start with relationships that you already have. This does NOT mean that you can't call on someone "cold" and have a fantastic outcome. This gives you a leg up and is the most likely place to start. Then, these sources will lead you to other sources in their circle of influence. If you do it right, you may never have to make a "cold" call. Start working through people you already have a relationship with. If you don't have those kinds of relationships yet, not to worry, there are many other ways to do it.

Opportunities that exist in your "circle of influence"- Begin to survey your friends, neighbors, clients, and business associates to discover if they know someone that fits your Source Profile. By using your client or associates name, you can easily get an appointment.

Your Source Profile - Potential Referral Sources

There are a number of "professional sources" and organizations that you can tap into for referrals. Creating your prime referral source profile is the most important exercise you can go through. If you have been in business for a while, your profile probably already exists, you just haven't recognized it. When you look through the types of companies that have referred you in the past, try to recognize those that are similar. Are there more of those types out there? For example, if you own a restaurant and you get referrals from a nearby hotel, are there other hotels nearby? What can you do to make the referral easier for the concierge? Free taxi service? Free dessert?

Potential Referral Sources

Manufacturers of the Product – Those that manufacture the product you service can be good sources. For example, pool cleaners build relationships with those that build pools. The client asks the builder who they should use.

Manufacturers Reps – Those that represent the product know the wholesalers and retailers intimately.

Wholesaler of the Product – Many times the distributor knows who is the best service company. Make sure you have positioned yourself among this group.

Retailers of the Product – Retailers are in direct contact with the client. Depending on what product you are servicing retailers can be the best sources because that is who the client goes to for help when there is a problem.

Installer of the Product – Many products are installed by independent contractors. This is the last contact with the client. A wonderful opportunity to train the client how to maintain the product. In some cases, the installer or the retailer is also the caretaker. For example, many HVAC companies sell the equipment as well as repair and maintain it.

Caretaker of the Product – If you are a retailer or installer, many times you can generate referrals from the caretaker of the product. When the caretaker comes across something that needs to be replaced, a company that can replace the product is referred.

Doctors, Lawyers, Accountants, Realtors, Designers, Builders, Carpet Retailers, Furniture Stores, Veterinarians, Landscapers, Pool Cleaners, Painters, Plumber, Electrician, Carpet Cleaners, Waiters, Waitresses, Concierge, Maintenance Man, Housekeeper, Janitor, Front Desk Clerk, Beach Attendant, Gas Station Attendant, Beautician, Grocery Store Clerk, Bank Teller, Truck Driver, Mechanic, Car Dealer or whoever may be in a position to refer your service. Make sure you have positioned yourself among them and given them irresistible reasons to refer you above anyone else.

Friendly Competitors – When your competitor gets overloaded, is on vacation, or doesn't provide the service you provide, these can also be great sources.

Associations, Networking Groups, Chamber of Commerce and Seminars – These can be tremendous sources of generating business. Not all of them will produce for you and there are so many to choose from, so just keep trying different ones until you find those that work for you. The most effective ones are those that have your prime referral sources interacting. Rather than being in a networking group that has your end user, you may do better by being in one that has those that can send you an unlimited number of end users.

Trade Shows – Trade shows that have your potential referral sources exhibiting, or those that have your potential referral sources as attendees can both be good.

Party Platforms – Tupperware, Pampered Chef, Mary Kay and Others have created “event marketing” in the home. Can you create a party platform around your product?

Religious Organizations and Charities – Involvement in these groups can generate referrals as well as serve a good cause.

Celebrity Endorsements – A celebrity endorsement such as a home improvement expert, a talk show host, or someone like that who has a large following, is an excellent referral source. Obviously you will have to pay them to advertise, but you can get some tremendous results.

THE REFERRAL REWARD SYSTEM

To maximize your referrals, you should definitely offer a financial reward. You will get more referrals and your advertising dollars will go down. Sure you can get referrals without a reward, but you will get much more if you offer a reward. Plus, offering a referral reward gives you something to talk about. If you don't offer a reward of some kind, you cannot aggressively ask for referrals without turning people off. Why should they refer you? What's in it for them? By offering a reward, you can constantly motivate them by promoting "free cash or service".

Is everyone motivated by money? No. Can everyone accept a reward? No. At the time of this writing I have spent almost 20 years developing and testing my referral reward system and have overcome many of these obstacles. You may have thought about different ways to reward those that refer you. You may have even tried different reward techniques. It is important to have the right type of reward system. There are many that do not work. I developed a simple, but phenomenally successful reward system. Try to use this as close as you can. Obviously depending on what type of business you have, you may need to modify it. I will try to give you some tips on modifying it without losing the potency. The danger in changing something that is proven is that one small change could prevent it from working at all. Learn my system and then we will discuss possible changes.

Here's how it works...

A 10% referral fee is offered to *anyone* that refers a new client to our company. This is for new clients only. After they have used us once they become a repeat client. A Referral Reward Certificate is issued and it is redeemable for CASH or FREE SERVICE in the amount of the certificate. The certificate is valid for one year. The expiration is to promote repeat business during the year and to eliminate having an endless number of referral certificates floating around in the marketplace.

Here's an example... Let's say that Bob Jones refers Sue Smith to my company. Sue Smith spends \$500.00. A referral certificate in the amount of \$50.00 is sent to Bob Jones. Bob Jones may then elect to redeem the certificate for cash by returning it to our office. At that point a check will be printed for \$50.00 and sent to Bob. If Bob prefers, he can hold onto that

certificate and present it for service. He will get \$50.00 worth of service regardless of the amount of his bill. If his bill is \$100.00, we will take \$50.00 off. It's that simple. Over the last 20 years I have tried other methods of rewards. This method is the simplest to implement and overcomes many problems that other reward methods present. The following question and answers reveal why this method is best.

Questions and Answers

- a) Why 10%, not \$10.00? If someone refers a \$2000.00 job to me, will \$200.00 or \$10.00 have more impact on them? If they have *one* \$2000.00 client, chances are they have more. I want their attention! If I were to offer a 15% discount on their next service (another popular but totally ineffective means of rewarding), and the new client spent only \$100.00 with me, but the referring party had a \$1000.00 cleaning bill. The next time the first party cleaned, I may be offering \$150.00 for a \$100.00 job. Not good math.

- b) Why cash? Why not just limit the reward to service or product? Because there are many referral sources that are in a prime position to send you many, many valuable clients, but, have no interest in your service or product. Or they could not possibly use as much product or service that they can generate through referrals. Case in point: A carpet salesperson that has a prime opportunity to refer a carpet cleaner practically every day lives in a rented house. Plus, he could not possibly use that much cleaning. What he *is* interested in is cash. Gas money. Dinner money. Golf betting money. Whatever. Money talks.

- c) Why use a certificate? Why not use cash or a check? There are some referral sources that have a conflict of interest and they cannot accept a referral reward (insurance agents, some Realtors technically can't), or they somehow feel uncomfortable accepting a reward. If you send cash, you have put them in an uncomfortable position. The certificate is completely transferable and may be passed on their client or anyone else of their choosing. Another reason you don't want to use cash is because it diminishes your returns, which will be revealed in the next point. The reason you don't want to automatically send a check is because of reasons just discussed, many of those checks will never be cashed, creating a bookkeeping nightmare for you. Our experience is that less than 50% of the certificates will be cashed even though the

referral source appreciates the acknowledgement. This brings me to the next point...

- d) How can I get a 20 to 1 return? If you offer a 10% referral fee, and only half the certificates are redeemed, that gives you a 20 to 1 return. Not bad considering that the best campaigns in traditional advertising most often times don't even produce a 4 to one return! Even if you offered 20% and *every* single one was redeemed, you would have a 5 to 1, *guaranteed* return! Of course you could choose not to pay a referral fee at all, but my experience has proven that would be unwise.
- e) Is a referral fee legal? What is the difference between a "kick back" and a referral fee? A "kick back" is illegal. This is when you reward an employee or someone that has an "interest" in the company that does the work. Example, let's say that an employee at a commercial account that you call on is instrumental in getting the contract secured for you. You cannot reward this personal financially! That's illegal.
- f) Do I need to issue a 1099?. If an individual redeems more than \$599.00 in a calendar year, you must issue a 1099. Check with your CPA and attorney to get advice of how they want to handle this situation.
- g) Multiple Referrals – What do you do if more than one person referred you? You can either issue all referring parties a certificate or you may elect to reward the first party that referred the new client. Let's say there are two if your redeem rate is 50%, you still have a 10 to 1 return. If they both redeem, you still have a 5 to 1 return.
- h) What if they can't accept a fee? If your referral source is in a position where they have a conflict of interest, let them know that the referral certificates are sent automatically and they can choose whether they would like to pass it on to their client, give it to someone else, or simply discard it.
- i) What if they say "I referred you, but never got anything?" You may print your referral certificates on duplicate and keep a file, and/or simply refer back to where you notated the referring party (covered in the tracking section), and cross reference your check register to insure

that it hasn't already been redeemed. Then, by all means honor it, even if it has expired. The whole purpose of the reward program is to encourage referrals, not to find a way not to pay!

- j) How do people redeem the certificates? They either mail it back to you indicating they would like cash (a check), or they present it for products or services.

- k) Do I pay the individual or the company they work for? I have found that if you wait to get "approval" from the manager or owner to get referrals, you may be waiting a long time. In many cases, an employee has direct contact with clients and is in a perfect place to refer you. The manager or owner is covered in paperwork and problems and doesn't have time to think about it. So, my suggestion is to reward the individual. If the company decides that they want you to pay it to the company, then pay it to the company. Encourage them to let the employees have it or at least share it. If they won't, I would go as far as matching the referral fee myself. Even if you pay 20%, that is still a 5 to 1 return on your dollars. If statistics hold true and only 50% are redeemed, that is a 10 to 1 return. Remember this is only on new clients that were referred. In the big picture, you will have repeat business and possibly new business from advertising. The referral fees my company pays out total 1% of our sales. Not bad.

Modifying the Referral Reward Program

Do not modify this program unless you ABSOLUTELY HAVE TO! Those that change it do not see as much success. The only one's that should change the reward are those that get most of their business from property managers, insurance agents, or anyone that has a conflict of interest. In this case, you may want to focus your rewards on property managers referring other property managers for example. When they do, you give them certificates they can use toward services for their clients. The other exception may be those that sell really high ticket items that have low profit, like home builders, Realtors, or car dealers. In this case, you may want to have a flat fee of \$50.00 to \$1000.00 depending on who and what is referred. Note: Realtors are not technically allowed to receive cash rewards. Many Realtors

have told me that if it is under fifty dollars they will generally accept it. Another way to approach this is to give their referrals special benefits for being referred by them. The idea is to generate more referrals! Do everything you can to do that because it is the best marketing money can buy.

Tracking Referrals

The simplicity of using the referral certificates is great because once you issue the certificate, your job is done until the certificate is redeemed. Be sure to code each and every client you serve with Repeat (they have used you before), Referral (new client referred by someone), or Direct (a new client generated from advertising). Be sure to notate the ad that the client responded to. This will help you tremendously in planning your future marketing. Some companies do so much advertising that their repeat clients respond to their ads. In this case, you may want to code them Repeat/Name of Ad.

When a client is referred to you, notate that on the work order, invoice, or however you process your jobs. Each day or once a week at minimum, send out referral certificates to each person or company that refers a new client.

If you use QuickBooks and you enter each job, you can use the “class” field. If you do not see that field next to where you enter the client name, go back to you’re Easy Set Up Interview. You probably did not elect to use it in the set up, or you used a template that does not utilize it.

If you enter your clients into a database or some type of computer program, there is most likely some field you can use to track how they were referred. Look in the client profile if your program has that.

Special Note: Do NOT offer a reward program and fail to pay referral fee!!

MAKING CONTACT WITH YOUR SOURCES

- 1) Your Existing Client Base
 - a) Send Referral Reward Program Announcement Letter – There is a letter in this program to be sent to your clients.
 - b) Thank You Letter with Free Trial Offer Cards – Send a thank you

- letter to each client after the job or order. Explain your referral program and give them 3 Free Trial Offer Cards to pass out to their friends, neighbors and co-workers.
- c) Promote during service transaction – Explain how the program works to your client while on the job site. Leave the Referral Program Letter with your client or include it in their order.
 - d) Feature in Consumer Booklet – If you have a Consumer Booklet, include the referral reward program in it.
 - e) Feature in newsletter – There is a ready made insert in this program that you can use to add to your newsletter.
 - f) Promote it EVERYWHERE! – Print the slogan “Get FREE CASH or SERVICE through Our Referral Reward Program!” on everything. Put it on your business cards, brochures, on-site materials, thank you letter, comment cards, post cards, and newsletters.
 - g) On-Hold Message – If you have a hold button, you should have an on-hold message. Be sure to mention your referral program on it as well.
 - h) Web-site – Add a page about your referral program to your website.
 - i) E-mails – You should be gathering E-mail addresses from your clients. Tag each e-mail with your referral message.

2) Existing Referral Sources

- a) Donuts – There is one secret strategy that will do more for your referrals than anything else. There is one simple strategy, that if you do it and nothing more, will do more for you than anything else. If you fail to do this, well...you are simply missing the boat. The secret? Food. Yes, food. In particular, donuts, chocolates, pizza, lunch, candy, snacks, etc. Food is the international language that everyone understands! Food is the one thing that can gain the attention that you cannot get any other way. The reason is that giving someone food taps into a human law called the Law of Reciprocity. The Law of Reciprocity says, “if you give me something, I give you something.” With food it goes deeper. It penetrates our most primitive make up. If you feed me, I owe you the time of day. If you give me a treat, I at least owe you 60 seconds of my time. Remember the 60-second commercial? If you walk into some place with a brochure, they don’t feel like they owe you anything. If you walk in the door with a box of donuts they will at least here you out. I cannot tell you how many places that I have walked into unannounced, without knowing anyone in that office with a cake, or a box or chocolates, and gotten all the time and attention that I wanted. I made

their day! Let me share a few of the hundreds of stories that prove this point.

1. The Jim Paye Story: A carpet cleaner named Jim Paye from Southern California heard me give this presentation more than once. He decided that he would make Friday donut day. He and his wife set out each Friday to visit Carpet Dealers, Realtors, Insurance Agents, Commercial Accounts, etc. Within a short time, he increased his business over \$30,000.00 per month! WOW! That one simple strategy made an unbelievable difference in his business. It has been said that a box of donuts is more valuable than a \$5000.00 yellow page ad. I believe it.
2. The Freedom Automotive Story: Freedom Automotive is an auto repair shop located near our office. We had never heard of Freedom Automotive when a box of donuts showed up with a card from Freedom. The next week, another box of donuts. This went on for about 5 weeks. Freedom had obviously seen our beautiful fleet of trucks and was interested in our account. After about the fifth week, I found my partner walking down the hall with a fist full of donuts and Freedom's card saying "these people really care about us...they really want our business...we should *at least* get a quote from them." We learned very quickly that Freedom was not the cheapest repair shop around, but they demonstrated so much *value* that they have our entire account and we won't use anyone else.
3. Miller Brothers Floor Covering: Miller Brothers is located just down the street from our office. Before I discovered the magic of food, I would walk in with my most successful tools and message. Eleven times in a row over about a 14 month period, I got the same response, "We're real happy with who we are using, thank you." Ugh! After I learned the power of food, I walked in the door with a box of chocolates. A lady at the end of the hall extended her hand to wave me off with the same response as the previous 11 visits. "We're real happy with the people we're using..." She didn't see the chocolates. This time I responded, "Well, I brought chocolates." You should have seen her body language change! Her expression changed from "not interested" to "who is this nice man bringing me chocolates!" We got the account.

Here is a list of possible food items to bring. Select the items you bring based on the potential or the actual performance of the source. If

they are a big source or a potentially powerful source, then choose something like Starbuck's Chocolate Covered Espresso Beans or something exotic. If it is a long shot call – some small place that doesn't look very promising, use a "goodie bag". A goodie bag is a small gift bag with microwave popcorn and other inexpensive snacks. Have some stickers made with your logo and information on it to stick on the goodie bags and donut boxes.

Possible Food Items

Donuts

Cake

Pie

Cookies (with or without milk)

Starbuck's Coffee

Starbuck's Chocolate Covered Espresso Beans

Chocolates

Muffins

Candy

Microwave Popcorn

Pringles Potato Chips

Ice Cream Bars

Lunch

Pizza

Restaurant Certificates

Be sure to notice what people really like and bring their favorites the next time you come in.

Taking it to the Ultimate Level

My company does lots of presentations and we always bring treats. We had a referral source that produced lots of work for us so we wanted to do something special when we did the presentation. My salesman set up a breakfast buffet that was complete with the checkerboard table cloth. He made eggs and egg beaters on a little plug in grill. He toasted bagels and toast. He had 4 different cream cheese spreads, Starbuck's coffee, juice, additions to the eggs such as mushrooms, cheese, sausage, onions, etc. They LOVED IT!

- b) The Referral Relationship Report – There is a Report Entitled “How A Relationship with Our Company Can Add Value to Your Business” in this program that is a powerful tool. Simply print it out on your computer and give it to each source that you call on.
- c) How to Select Brochures – Give them some of these to pass out.
- d) Free Trial Offer Cards – Give each of your sources some Free Trial Offer Cards. This card entitles their special clients to try your service for free. It adds value to their business as they are able to give their customers a free gift, and it turns into referrals for you.
- e) “To see how we can help each other” – A simple but proven phrase to develop a relationship with a referral source is to approach them as a fellow business owner with the view of talking about how we can help each other. Instead of approaching the relationship on the level of “give me some business”, let them know how you can add value to their business.

3) Introduction to New Source

- a) What to bring
 1. Referral Relationship Report (contains outline of referral program)
 2. Food (and/ or ad specialties such as cups, pens, jar opener, calendar)
 3. 3 Free Trial Offer Cards
 4. 3 Tri-Fold Brochures (How to Select A Professional < > Company). These are for them to give to their clients.
 5. Current Newsletter
 6. Notepads

How to Introduce Yourself to a New Referral Source

Simply walk in the door, and say “Hi I am _____ with _____, and I brought you guys some goodies.” This buys you the time to share why they need to have a relationship with you.

Use your 60 second commercial

Share the programs that you have available (i.e. Referral Reward, Free Trial Offer, Presentations, Problem Solving, Mailing Program, etc.) by saying “We offer free programs that can add value to your business. These programs are at no charge and not obligation...”

Give them the Referral Relationship Report, brochures and FTO Cards.

PRESENTATIONS

The way to maximize your time and your referrals is to offer presentations to existing and potential referral sources. By doing presentations to groups, you are maximizing your time. How long would it take to get your message across to 15 or 50 individuals? A lot! Doing group presentations allows gives you the opportunity to do 40 hours worth of work in 30 minutes!

You want to develop some visual presentations. Statistics have proven that your prospect will absorb up to 60% more by using visuals. Professional presentations also “assign” a higher value to your company. I have included a basic PowerPoint templates for you to customize...

“8 Reasons A Relationship With A Professional <Your Company Type> Can Add Value to Your Business” – Always approach your presentations from an educational point of view rather than a sales presentation (unless you have been called in to present your services specifically). You want to give them valuable information they can use regardless of who they refer. By doing this, you will earn the most referable position. This PowerPoint presentation explores 8 ways your type of firm can add tremendous value to their business. To locate this file, simply browse the cd that came with this program.

What to bring to the presentation.

- a) Food! Donuts, pastries, fruit, Starbucks coffee are examples.
- b) Presentation Flip Chart (or laptop and projector for large audiences).
The presentation slides can be printed and put into presentation binder or easel. If you have a large group, rent a data projector or have your slide converted to overheads and rent an overhead projector.
- c) Print outs of slides from presentation – In PowerPoint, you can print handouts with a choice of 2, 4, 6, or 9 slides per page. This adds value, lets them follow along which increases saturation, and they have it after you leave.

- d) Referral Relationship Report – Bring 1 of the 6 page “How a Referral Relationship with Our Company...” reports for each person.
- e) Tri-fold brochures – Bring a stack of the “How to Select...” brochures.
- f) Free Trial Offer Cards – Bring a stack of these also.
- g) Current Newsletter (optional) – adds value and education.
- h) Notepads – They can make notes during your presentations. A great way to get them accustomed to using them!

THE FOLLOW UP SYSTEM

- 1) Regular Contact – Staying top of the mind and increasing communications is paramount in any relationship. As you bring more food, continue to educate, and entertain, you will eventually win them over. If they are already referring you, regular visits will give you opportunities to upgrade the account (like having them participate in one of your programs). It also gives you an opportunity to uncover any “boo boos”. They may have gotten some conflicting information from a client, or whatever, so you want to be as visible, as open, and positive as possible to encourage them to share those things. If they don’t, their confidence level will deteriorate. If they do, you can patch things up and they become even more confident than before.
 - a) Mail monthly – Every referral source should get *something* from you each and every month in the mail.
 - b) Regular mailers – To make it easy until you get used to it, just send them the regular mail that you send to your existing clients (hopefully you are mailing to your clients on a monthly basis. If not, you are *losing* thousands of dollars each and every month. To stop the bleeding, get the Howard Partridge Client Base Marketing System.
 - c) Articles, News, Referral Program, Tips, Referral Relationship Report – Send them articles are helpful to them that relate to your business, news about your company, news that may affect their industry, the

Referral Relationship Report, and keep reminding them about the Reward Program.

- d) FAX - Record FAX numbers from each of your sources. It's a fast, easy, cheap way to stay in touch. *Make all of your mailers valuable to them by including education, etc. Don't just hit them up for business all the time. They will resent getting your mail.
- e) E-mail - You should be getting e-mail addresses from each of your referral sources as well. They can easily forward electronic text to their clients.

2) Follow Up Visits

- a) Lunch! Take people out to lunch. Bring lunch into their office. Buy them lunch and you will be their hero!
- b) Route Book – To organize your accounts for visits, simply print a mailing label for each account. Attach a label to a blank piece of paper and put in a binder. As you make each visit, mark the page accordingly. Make any notes about changes in personnel, concerns, needs, names of pets, favorite foods, and any conversations you had.
- c) Computer Calendar – Using a computer calendar such as MS Outlook, ACT!, or Camelot, you can enter a “reoccurring” appointment so that that the visit automatically appears on the calendar when it is time to see them again.
- d) Database – Create a separate database for your referral accounts, so that you can customize what is sent to them.
- e) Trunk Stock – Always be prepared to make a visit! You can make tremendous progress over time by making a simple habit of stopping in at a place or two each day. Have plenty of the following with you...
 1. Brochures – Have plenty of brochures with you at all times.
 2. Free Trial Offer Cards – ditto
 3. Referral Relationship Reports
 4. 8 Reasons Flip Chart – Be ready to present this at anytime to any source.
 5. Display Sign Boards
 6. Notepads
 7. Ad Specialties (cups, pens, etc.)

3) Advanced Programs

- a) Mailing Program – Offer to help your referral source keep their clients by doing a mailer. Here’s how it works... You create a letter that will be printed on their letterhead. An example would be a carpet cleaner uses a letter that says “Important Information About Your Carpet’s Warranty”. The letter outlines that they need to have their carpet cleaned professionally to maintain the warranty and refers the cleaner. You may be able to come up with a similar letter. The key is that it is coming from the referral source that they already have a relationship with!! We have gotten as much as \$36 to \$1 spent with this program.

If your referral source wants to include a promotion in the letter as well, that’s great.

- b) Associations – Get involved on a committee or project. Any target industry of any kind that you are wanting to penetrate probably has professional associations. Associations can be a powerful way to position yourself among target referral sources. As we talked about before, the way to build a relationship with the big players is to get into their environment. By working side by side with them, you build a relationship that no amount of advertising or sales technique can match.
- c) Create a Continuing Education Course – Sponsoring and/or teaching a CEC courses can generate tremendous referrals.
- d) Events: Home Shows, Golf Tournaments – There are a variety of events that your prime referral sources are involved in. Participate in these events and watch your referrals grow.

FINAL REFERRAL MARKETING CHECKLIST

Referral Checklist: “I have consistently promoted my referral reward program to my client base by...”

_____ Tracking how much business comes from referrals
(and repeat and direct)

- Automatically sending referral certificates
- Sent thank you letter with Free Trial Offer Cards
- Featured in newsletter
- Mentioned on every post card
- Listed on all materials
- On-Hold Message
- Website
- E-mail Messages

Referral Checklist: “I have consistently marketed my referral program to potential referral sources by...”

- Developed Target List
- Visited List on a regular basis
- Had lunch with key sources to discover “How we can help each other”
- Offered presentations and free demos to all potential sources
- Mailed to all referral sources monthly
- Rewarded each and every referrer for each and every referral with at least referral certificate
- Consistently brought donuts (sandwiches, chocolate, cookies, etc.)

Referral Checklist: “I have effectively built my network of alternate referral sources by...”

- Consistently attending networking groups
- Aggressively calling members of networking groups to “see how we can help each other” or “let’s do lunch”
- Mailed to all members of each networking group monthly

Referral Marketing Material Checklist

- Tri-fold brochures
- Referral Relationship Report
- Free Trial Offer Cards
- 8 Reasons Presentation
- Sign Board Display

Tri-fold Brochures are used for...

- Introduction Piece
- Referral Source Introductions and Presentations
- Referral Source Hand Outs

- ___ Anytime you meet anyone
- ___ Networking groups
- ___ Referral Source Mailers
- ___ Keep a stack with you at ALL TIMES

Referral Relationship Report

- ___ Referral Source Introductions and Presentations
- ___ Referral Source Mailers

Free Trial Offer Card

- ___ For prospects only
- ___ Different concept than a discount!
- ___ Referral Source Introductions and Presentations
- ___ Put 3 in each Thank you letter

RECOMMENDED BOOKS

- How to Win Friends and Influence People – Dale Carnegie
- Relationship Selling – Jim Cathcart
- How to Build A Network of Power Relationships -Harvey MacKay (audio)