

## HOW TO GIVE GOOD REFERRALS

A referral means you have the opportunity to do business with someone who is in the market to buy your product or service. It's not a guaranteed sale, but an open door to discuss your business.

### There are six points to giving a good referral:

- Listen for a need from someone you've met. A good networker has two ears and one mouth and uses them both proportionally.
- Tell the individual you know someone who can provide that service.
- If you've done business with the member, tell about your experience.
- Give out the business card of the person you are referring and ask for the individual's card.
- Ask if it's okay to have the member call.
- If the answer is yes, fill out a referral slip and give it to the chapter member at the next meeting.

### Here are some examples of a good referral:

**Hot Referral**--Someone needs a phone system for a new office. A member gave him your business card and he is expecting your call.

**Warm Referral**--Someone is new to the area and needs a good chiropractor. A member gives her your business card and she will call you next week.

**Tepid Referral**--Someone is shopping for auto insurance and is interested in a quote from your company. A member gave him your business card and you should call him soon.

## HOW TO GET GOOD REFERRALS

- Define what constitutes a "Good Referral" for you.
- What brochures or other written material do you have to pass out during the meeting?
- What products or services could you offer as a "Special" to chapter members and their referrals, and what support materials do you need for that?
- What would be your dream referral?
- Give an example of how you have helped a client and how that client has profited as a result of your expertise or because of your products or services.

## QUESTIONS THAT GENERATE REFERRALS

*By Bob Burg*

Networking isn't a contest to see who can hand out the most business cards. Great networkers know that leaving self-interest at the door is the key to cultivating relationships--and referrals.

Opportunities to meet people arise constantly: at local business events, your church or synagogue, charity functions, and myriad other places. And, while certainly not everyone you meet is a qualified--or even interested--prospect, many of them know lots of others who just might be. After all, it's been documented that most people know about 250 other people. Therefore, every time you develop a strong relationship with one new person, you've potentially increased your personal sphere of influence by 250 people. But how do you build those referral relationships in a way that is professional, non-intimidating (to you as well as others), and effective?

All things being equal, people will do business with, and refer business to, those advisors they know, like, and trust. Successful networking promotes relationships in which you are known, liked, and trusted, and which naturally lead to the development of a strong referral base.

Feel-good questions are the first step toward accomplishing that goal.

- How did you get your start in the "widget" business?
- What do you enjoy most about what you do?
- What separates your company from your competition?
- What advice would you give someone just starting in the widget business?
- What one thing would you do with your business if you knew you couldn't fail?
- What significant changes have you seen take place in your profession through the years?
- What do you see as the coming trends in the widget business?
- Describe the strangest or funniest incident you've ever experienced in your business.
- What strategies have you found to be the most effective for promoting your business?
- What one sentence would you like people to use in describing the way you do business?
- The one key question that will set you apart from everyone else: How can I know if someone I'm talking to would be a good prospect for you?