

Top Tips For Business From Referrals!

The questions:

- Are you comfortable asking people who don't know you to refer business to you?
- Do you ask clients who are happy with your services for new referrals?

You may think these questions are quite mad. After all the chances are that most of your business comes from referral. I can say this in confidence as over 90% of the clients I work with tell me this is where their business comes from. However, the same people feel the amount of referrals they receive could be improved.

To elaborate on the questions. I attend a number of networking meetings and it never surprises me to see people stand up and tell a room full of people about their business, what they do, who they help and to ask for referrals. As people only have limited knowledge of those in the room we are in effect asking a number of strangers to send us clients: and we are comfortable doing this.

On the other side of the coin. In speaking with people it appears that only a small fraction are comfortable asking their own clients, who know them very well, to refer new people to them.

For most people, if this duplicity was resolved their business would fly.

What would it be like to enjoy deeper relationships with every client while attracting three or four times as many new clients as you have right now?

The answers:

- Start by remembering the times quality referrals came to you.
 - How well did the referrers know you?
 - Had you educated the referrer about you before the referral was made?
 - Are the referrals continuing clients today?
- Pick a day of the week when you can focus on your referral strategy. Where to ask, when to ask, who to ask and what to ask?
- If your strategy consists of solely turning up at networking meetings and asking for referrals and nothing else, you don't have a strategy!
- Think about your two best clients. List the reasons they would want to recommend people to you.
- Write down the types of people you would like referred to you.
- Focus on how a referrer could have a simple conversation with a potential referral. Make it easy for people to tell others about you.
- Ask for referrals!
 - When someone is happy with your service, now is the time to ask!
 - Ask them who they know who would benefit from your service.
- Remember: People do business with those that they know, like and trust. Your clients are with you because of this. People are wary of those that they don't know. Asking strangers for referrals may feel comfortable because you are not jeopardising any relationship. However, it is not likely to lead to any business. Get to know people first!

Colin Campbell Consulting

Colin Campbell works with people to develop their business by focussing in on a select number of activities applicable to their particular needs. Businesses are provided with their own unique tailored sales and marketing system that delivers outstanding results over and over again.