

New Business

from

Referrals

Introduction

You have probably already seen the benefits new business from referrals can bring. After all, customers are happy to tell their friends and family when they buy something that really pleases them. Generating new business from referrals is relatively straight forward and you may have considered and spoken about it before.

Yet, you don't hear enough new voices making fresh enquiries and something is preventing you from seeing strong growth in sales.

As in other walks of life, we unconsciously make life more difficult for ourselves by forgetting the simple options.

Picture this. Have you ever misplaced your TV remote control? Many people do. They become agitated because time passes and they feel they are missing something. They look for the control in a few places and try to tell themselves where they last had it. Eventually the remote is found and they relax as the sound and pictures of the programme they were eager to watch reaches them.

As they begin to watch and relax the simple option to walk over to the TV and use the control buttons that many TVs have on them may cross their minds.

Running a business and making sales can often appear quite complicated. Often the simplest elements, the single notes that make up the tune of success, are overlooked as the businesses day to day activity becomes muddled; clarity is lost and knowledge of where new customers come from is never determined.

Every experienced business person knows that the most cost effective way, in terms of both expenditure and time, is to build their business through existing customer referrals.

Thinking of ourselves as customers there are many times when we have thoroughly enjoyed something we have bought or experienced and have eagerly told our friends and family about it. Imparting on them the advice "you've got to try it!"

However, how many of the suppliers of the good experience have asked us to, "tell a friend"? In my experience, not very many.

Do you know of any business where their attention to customer service is excellent, yet you know that if more people knew about their business they would have more customers?

Do these good experience suppliers think that their products will sell themselves or are they simply too nervous about asking their customers to “tell a friend”?

Everyone has a comfort zone. Many people try and spend their entire lives within a fixed comfort zone. This limits what people can achieve and is particularly unhelpful for people operating businesses and those involved in selling.

Referral Benefits

Seeing new business from a proactive referrals programme is the most cost effective and efficient way to ramp up sales. After all it's your existing satisfied customers who are spreading the good word and are acting as your marketing mouth piece.

If your customers spread the word about you then it becomes significantly easier to close a sale on whoever they refer to you.

The new customer is less likely to haggle with you over price as they already know it and if they don't they might not like to be thought of as someone who couldn't afford it.

The conversion rate of referrals compared to cool prospects has been reported as being greater than three times higher.

Because your existing satisfied customer speaks for you, before the new customer comes to you they will have a perceived feeling of quality in their mind's eye. This feeling shortens the sales cycle and allows you to hold your prices higher.

Each referral you receive signifies a satisfied customer and widens your network of contacts. And, with each referral your chances of hitting your sales targets increase.

Having your satisfied customers speak for you adds credibility to your business.

With a wide network of contacts and credibility you will see an increase in your customer base.

People enjoy telling other people about good things they buy. Because they enjoy giving referrals and acting as your marketing this makes time for you and saves you money in advertising.

Setting up a Referrals Programme

Because the benefits of referrals are so powerful it is extremely important to ensure that your referrals programme is set up correctly.

After all, you need something that is easy to operate, pleases your customers and gets results.

In a short time it'll be easy to see satisfied customers telling others about how good you are.

If you think a referrals programme will work for you then visit www.thesaleskey.com to see how we can help your business fly.