

# Referrals

## Coaching Questions

### “Who is giving you referrals?”

#### Topic Introduction

In almost everything there is the 80/20 Rule (Pareto’s Law). 20% of your referrers will give you 80% of your referral business.

#### Discussion Questions

- Who is giving you the most number of referrals?
- Who is giving you the largest referrals?
- Whose referrals are turning into business?
- Are they on your board of advisors?
- Are they your friends or family?
- Are they other service providers?
- Do they target the same market?

#### Key Learning

You should be thanking your referrers based on the amount of business or opportunity that they give you access to.

### “How are you thanking them?”

#### Topic Introduction

Your top referrers need to be shown appreciation. Not only will it ensure that they are happy and that they keep referring business to you, but they might start referring more business to you.

#### Discussion Questions

- Are you sending them referrals?
- Are you sending them thank you cards, gift cards, or another form of ‘thank you’?
- Are you compensating them?
- Are you keeping them updated on your business?

#### Key Learning

Thanking your referrers can be done in many different ways. Make sure that you are using a way that they appreciate.

### “How do you get other referrers like them?”

#### Topic Introduction

Knowing who is giving you the most number of referrals helps you find more referrers like them.

#### Discussion Questions

- Is there a commonality between your best referrers?
- Is there a common reason why you are getting the referrals?
- Are there other sources like these?
- Do these referrers know others like them?

#### Key Learning

Referrals reduce your sales cycle length and help generate positive word of mouth. This is a great sales strategy for any business.

## Examples

### Real Life Example: Who is giving you referrals?

The best way to know what will work in the future is to determine what is working for you today.

An SEO guru (a professional who ensures that websites are highly ranked on search engines) was looking to build his referral network. He already had in place quite a few businesses who worked with him, knew about him, and many that referred business to him.

In order to build his referral network, he decided to review where he was getting the majority of his referrals from. By looking over the last year, he realized that his referrals were coming from the following businesses:

Website Companies: 18 referrals

Existing Customers: 12 referrals

IT Consultants: 7 referrals

Other: 3 referrals

By understanding where his referrals were coming from, it became easy to see that he should be focusing on building awareness and building partnerships with more website companies.

### Real Life Example: How are you thanking them?

A head hunter relies on their relationships with people and businesses. The key is that they need to know and have positive relationships with a large number of high quality employees and they need to have a solid relationship with their business clients so that they are top of mind everything a new hire is being considered.

In order to remain top of mind and keep these relationships, being thankful when people think of you is critical. A head hunter typically sends thank you letters for each referral. One head hunter would send gift cards or even flowers whenever they had gotten a referred candidate hired.

By thanking people for referrals, it increases the chance that they will continue keeping you top of mind.

### Real Life Example: How do you get other referrers like them?

A copywriter was growing her freelance business and had decided that referrals were the best way to grow. She was confident in the quality of her writing and her ability to exceed customer expectations consistently. With this in her back pocket, she needed to actively get people referring business to her.

In order to get this part of her strategy started, she considered who she already knew and who they knew. She realized that she already had existing customers that were well networked and were extremely satisfied with her quality work.

She called up these individuals to let them know that she was interested in expanding her business. They were business owners and were supportive of this next step (and extremely empathetic!). Based on them being familiar with her work and now understanding what her future intentions were, it wasn't very long before she started receiving calls from new potential clients that had been referred to her.

All she had to do was ask! By explaining the 'why' and exceeding customer expectations, she had positioned herself well to receive referrals.