

# **Build Your Business with Referrals**

**Monday, November 5, 2007**

**Dash for Cash Incentive – 2 months to go!**

**Register for Mannafest 2008**

**US/Canada Policy and Procedures updated**

"Building your business doing the right things at the right times for the right reasons."

Timothy Templeton, "The Referral of a Lifetime"

1. Premise: In order to build a business on referrals you need everyone you work with to understand that the relationship you have with people **IS MORE IMPORTANT** than any profits on your products or services you have to offer. How do you do this? By asking questions, listening to their answers and truly responding to their needs, not your desires: the client first, then the product or service. When you work like this, they will gladly refer anyone to you since you care about people.

2. What are people attracted to? Authentic: more of you being you

3. Value of the relationship

When you receive a referral, you carry a responsibility to take care of the person you are referred to. Why? Because of the relationship you have with the original person who gave you the referral is more important than any product or service you have to offer.

Then as the referrals see how you treat them, they will get your integrity and perpetuate the relationship.

Most of our programs are "hit and run." We look at the world as a chicken coop...we chase every chicken until we get one and then we have a chicken dinner. But if we take care of all those chickens, then we will have omelets for life!

4. Four different types of people and they all fit in this system

a) You can not change a person, merely modify their behavior for a short period of time.

We are all gifted in certain areas and we need to emphasize those, be more of ourself rather than someone else.

b) We all see Business and Relations through 4 different windows:

***Business/Business***: This person usually has a hard time with the system because of the time poured into relationship building but once they can justify the time due to the business it creates, they buy into it.

***Business/Relational***: a person who typically leads with business, but has a great ability to develop deep relationships once the business is established.

***Relational/Business***: loves meeting people and getting to know them but when the topic changes to business, they start thinking strategically.

***Relational/Relational***: love building relationships...how to be liked or love others, and if they ever think of the business ramifications, they will justify them in some relational way.

The word on the left is how people see you and how you are naturally. The word on the right is how you are typically in a business relationship.

When we try to be someone we are not, we are uncomfortable, and that makes our potential customers uncomfortable as well.

NOTE: Without consistency and a plan, none of these traits matter.

## 5. The Principles of the System

“Would you like to wake up every morning confident that you have a system that works for you using the most powerful and most economical marketing known to mankind – word of mouth?”

Four Basic Principles:

### #1 The 250 by 250 Rule

It is not who you know, it is who your clients know that is important.

### #2 Build a database and ABC it.

#3 Just Let me Know...Educate your clients through what you say and what you send them on a consistent basis.

### #4 The Power of a Keep In Touch Program

a) Principle #1: Wouldn't you want a trained sales force of 250 people you do not have to be pay telling the people they know how great you and your services are?

***Exercise #1***: List all the people you know.

b) Principle #2: Rank your list ABCD

A: those most likely to refer you; they are your advocates, your champions.

B: are those you think can champion your cause and refer you if they get enough education and you are consistent with your contact

C: are those you are not sure about, but are hopeful, and so you keep communication open

D: are those you want to DELETE, you do not want to be in business with so you delete them

A's: Are prime so need to be a small group...in other words, they are those you treat with incredible honor, most time and most marketing dollars on them.

With the ranking system it will give you the ability to be proactive with all people, you will see all your friends and acquaintances as long term relationships. You will not feel the rush to present your business except with those where it makes sense to.

**Exercise 2:** After understanding the First 2 Principles, you need to set a 2 week and 8 week goal around implementation.

c) Principle #3: How to live the system...Just Let Me Know, Educate your clients through what you say and what you send them on a consistent basis.

You want your customer to let you know if you can help them in any way, business and beyond. Give your clients the right impression! "We help our clients all the time; we go out of our way to help our clients in ways usual business philosophy would not approve of." Because of this service the asking for referrals becomes second nature.

Educate on the system:

Telling your customers, "Let me know whatever we can do for you in any way. All I ask is that if you have any friends or associates that could use my services, Just Let Me Know. I will treat them just as I have treated you...it is the way I do business."

He spends no money on marketing except to bring his "A" list gifts and do favors for them on a consistent basis.

Make sure you educate your staff to behave in exactly the same way.

**Exercise 3:** Set a time frame for putting the system in place: what branding are you going to do with your communication methods: business cards, gifts, newsletters, fax forms, etc. to match up your philosophy. Make it WIN WIN.

d) Principle #4: Keep In Touch Program

Your C's receive something of value every quarter;

Your B's receive something of value every other month

Your A's receive monthly communication from you

What do you send every month?

Contract out before the start of the year so all is handled up front...just like any marketing plan. Many companies do the promotional stuff and will gladly help you. Other than the special gifts and recognition for your "A's", you already know your holidays, special events, etc.

*Exercise 4:* By what date will you have your 12 month Keep In Touch Program in Place for 2008?

**Earn the right to ask for a referral...by developing this great system and being consistent with it.**