RIRO: A New Approach to Referrals
Monday, May 3, 2009 Call

- **Mothers Day Promotion - https://www.mannatech.com/Resources/en/us/pdf/products/MannatechMother'sDaySkinCarePromo.pdf**
- **Two webinars tonight:**
  8:30 PM CST – "Economic Stimulus" – to register: www2.gotomeeting.com/register/675877520
  9:00 p.m. CST -"Reshape yourself physically and financially in 2009" to register: www2.gotomeeting.com/register/988047746
- **Klemmer and Assoc – Champions Workshop in Dallas, TX THIS THURSDAY at 7 PM – Hyatt Regency Hotel – for tickets and more information call Lydia at (972)660-9006**

"Understanding and Optimizing Your Network by Tracking Referrals"
Jim Penny
1. What is RIRO?

> Referrals in, Referrals Out
> You must manage your referrals…know the value of your network
> What we measure, we can improve. Thus, we need to take advantage of the information at our finger tips so we can be more effective.

2. Three kinds of networking approaches:

> a. Go-Deep groups
> Allow only "one of a kind" in each group…this is like the BNI groups (1 dentist, 1 Make up, I Nutrition company)
> Some of these groups track referrals
> b. Go-Wide groups: Chamber of Commerce, anyone is welcome to the group. Rarely do they track so assumption is best networkers are those most popular. Not true!
> c. Go-Global: Online networking groups can be even more confusing. People think those with the most friends must be best networkers. "Not if you are measuring your results by the number one reason people network: referrals."

3. Maintain and track your actual referrals from all your strategies, and take advantage of this information by using RIRO:

a. Step 1: Organize your network into logical groups
   1) Circle of Influence or Power 25
   Limit this to only 25 people of most influence in your
   circle
   2) Top 100 (since your top 100 includes your Power Group,
   this group has 75)
   3) Networking 250 (the above are subsets so these additional
   names are only 150 more)
   4) Acquaintances (everyone not in your Networking 250)
Note: these are not prospects…these are people you are relying on to
   bring you referrals.
b. Set realistic expectations
   1) How many referrals should you expect? Differs by group.
   Understand basic networking math. Write down your numbers
   right now before we go further

	Number of Referrals	Per Year, Month, Quarter or Week
Power 25 (Circle of Influence)		
Top 100 (75 People)		
Networking 250 (150 People)		
Acquaintances (not in above)		

   2) Now evaluate what you set up….
   People might say 1 per month from Power 25, 1 per quarter
   from your Top 100, 1 per year form your Networking 250
   What does that add up to…300 from Power 25, 300 from the
   next 75 in your Top 100, and 150 from the balance of your
   Networking 250. Total: 750 referrals annually!!
   Assuming you need to follow up with at least 2 contacts, maybe
   face to face meeting, an hour of time is perhaps too small but
   that is 750 hours! That is 3 hours per day (5 days per week)
   over the entire year without doing anything else to support your
   business!

   3) Good news: most people don't have 250 networking
   contacts. This is good so you won't necessarily be
   overwhelmed. But it is bad if because you are limited you put

an unrealistic burden on the ones you do have.

If you just try to get as many as you can, you will have constant churn in your network, and receive "bad press" from those you carelessly exploit.

If you use the story, "well, I give one referral out for each one I get", then will you be guilty of giving out names versus quality referrals? Be careful; protect your reputation.

c) Begin tracking

Establish a system…see tracking sheet attached hereto. Can do as excel spread sheet as well. Track results with each referral you get so you really know who are your Power 25.

d) Assess and adjust based on reality.

Review and adjust people in each group…monthly.

Acquaintances can actually turn out to be better performers than Power 25. Re-categorize, and expect people to flow into and out of your Networking 250 all the time.

Currently what you are NOT DOING is costing you more than you know!

Networking 250-RI/RO

Power 25 Name	Referral Name	Date of Referral	Result
1.			
	1)RI		
	2)RO		
	3)RI		
	4)RO		
	5)RI		
	6)RO		
	7)RI		
	8)RI		
	9)RO		
	10)RI		