



# REFERRAL RECAP

**Referrals are a valuable aspect of sales that can help expand your customer base and increase revenue. Here are some key notes to keep in mind when seeking referrals:**

- It's all about mindset! Your demeanor when approaching a potential prospect should be positive, engaged, focused, and energetic. Treat seeking referrals like a mini sale.
- It's normal to struggle with asking for referrals when you first start selling, but with practice, you can become more comfortable and successful at it.
- Asking for referrals requires earning the right to do so. Just like with closing a sale, you need to establish trust and rapport with your customers first.
- Referrals are not as daunting as they may seem. People are often happy to refer others to a product or service they've had a positive experience with.
- Understanding the different levels of trust people have with you can help you approach the right people for referrals.
  - For example, neighbors may be willing to babysit your kids, but not necessarily take in your garbage.
- Don't let imaginary objections hold you back from asking for referrals. Keep in mind that logically, people should be willing to give you referrals if they're happy with your product or service.
- Referrals are incredibly valuable. They can be even more important than the sales pitch itself. So, don't be afraid to ask for them!

## KEY POINTS WHEN ASKING FOR REFERRALS:

1. Transition Statement
2. Talk about customer service. How can they contact you if needed? Put your number in their cell.
3. Share with them some good news. People want to do business with successful people!
4. Share with them a goal. What are you working toward?
5. Ask them why they met with you in the first place. Make the emotional sale. Dig-in. What else?
6. Ask for their help. People want to bring people up to their level.
7. Ask for X number of people you should meet/get referred too. Hit your goal!
  - For example, *"Based on who you know and the person you are, who are X number of people, at your level, in your phone that I should meet?" - "I just want to meet them"*
8. Pause then tell them how you treat them - *"I will treat them like gold." "I want to just meet them and see if they like me. If they do, great. If they don't, I will leave them alone."*
9. Don't be afraid to ask again just in a different way.
10. Tell them you will touch base with them after you contact who they referred. Let them know how it went.



## THE SIMPLIFIED REFERRAL ASK –

Remember, referrals are given to confident people! Script out your plan.

*Can I ask a favor? This is the start of your ask.*

*You have been around \_\_\_\_\_ for \_\_\_\_\_ and I was hoping to get some feedback. I'm curious as to what you like about us. Give them a few options/answers.*

*What else? Tell me more? What did you like about that? Dig-in.*

**Get them to say something to where you can say, "Who are two people who would appreciate THOSE THINGS?"**

**The THOSE THINGS BUCKET** = Info needed before you ask for a name.

Let them give you names. **Pregnant pauses are needed here.**

When they are done giving names, *"Just curious, tell me about Bill."* **Give them a few options/answers,** *"What does he do? How do you know him?"*

**Get a Silver Bullet or two,** *"What do you respect about Bill?" "What is a funny story about Bill?" "Which of THOSE THINGS (repeat them if needed) would Bill appreciate?"*

*"Hey, one quick thing, I have a list of character traits of good people. Can I share that with you?"* **Read your list out loud to them.**

*"When you hear those traits, do you think of anyone else?"*

**When needed, use/add this:** *"You know most people I talk to have a job, and they are happy there, that's normal, but I would like to talk to them because they probably know someone who is looking who would also appreciate some of THOSE THINGS."*



## SILVER BULLETS

- Silver bullets are pieces of information you know that others don't.
- Referrals can become less effective over time if not acted upon.
- It's important to use referrals effectively and not just collect names and numbers without following up.
- When seeking referrals from high-level clients, a name and number may not be enough, and it's important to leverage the existing relationship for a successful introduction.
- Revisiting old referrals and updating the referee can lead to new silver bullets and potential business opportunities.
- It's essential to shift our thinking towards the idea that a referral is not valuable unless it comes with some silver bullets.
- Referrals are like fish and relatives. After 3 days they start to stink and they have to go!

### When asking for referrals, ask 2-3 “fluff” questions, then start collecting:

1. How long have they worked there?
2. How long have you known them?
3. Where does he go to church?
4. **What type of decision make is he/she?**
5. **What do you respect most about him?**
6. **Tell me a funny story about him?**
7. **What is special about her?**
8. **What do you like about him/her?**
9. Why should I call him/her?

The real value/silver bullets will come from the 5 bold questions.

### Examples of Silver Bullets:

**Referral 1:** Out of the Seattle office – Same job, good sales guy – Always competing with him – He won the Ninja challenge – Bounces back and forth (knows he is a meathead) – His nemesis – Shit shoveling contest – New gloves – Awesome guy – Not a meat head – Progressive thinker

**Referral 2:** Was a mortgage broker – Was managing 3 LO's – Makes good money – Greatest guy ever – Now managing 50 people – From Finland – Bro played soccer – Dad was the Michael Jordan of Finland – He holds Finland's national record for the 500 as no one runs it anymore – He can engage with everyone – Everyone likes him – More popular than Mark – Can drink with the best of him



## SELL NOTHING TIP

When your referral calls back, don't answer and give your pitch at that time. Set up a time and place so you're in control.



## RECOMMENDED ACTION ITEMS

- Start tracking referrals with and without Silver Bullets. Set weekly goals.
- Go back to your old referrals. Call the referee and bring them up to speed, asking for some silver bullets.

### Got Questions?

Let's connect and see what can be next.

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