

# How to Gain *at Least 2 – 5 Referrals a Day*

1. One of our key goals is to gain referrals on a weekly basis to allow for increased growth in sales. We do this because the best way to be introduced to a new potential client is through a referral.
2. The best way to gain these referrals is to approach it in a fun dynamic and creative manor. Have fun with this process! Be creative! And do it with each person you talk to.
3. Each person knows at least 300 people.  
The problem is that those 300 people are all bunched up in the brain. Therefor if we ask people “Who could you refer to my company?” and this person must literally search through these 300 people and it overwhelms the mind.

But here’s the secret, these 300 people, while bunched up, are also sorted in the mind in categories.

Let me give you an example:

“Who are two people you know who has red hair.”

“Who are two people you can think of that are friends as well as clients of your company.”

“Who are two guys you know who are going bald at a relatively young age?”

Can you see how quickly these names come up?”

The reason that this happens is that we each have within our mind a sorting feature that can sort quickly all the people we know as long as we name a category.

## **Referral Methods That Work**

### ***Mind Mapping***

1. \_\_\_\_\_, who do you know who recently moved into a new house that we should talk to?
2. \_\_\_\_\_, who do you know that moved into our area in the past two years that we might talk to?
3. \_\_\_\_\_, who would you say is the most open and positive person you know that we should meet?
4. \_\_\_\_\_, who do you know that owns their own business?
5. \_\_\_\_\_, who do you know from your church group that we should talk to?
6. \_\_\_\_\_, who are some relatives that live close by that we should talk to?

### **Complimentary Referral Script**

\_\_\_\_\_, it's been our experience that successful people like yourself enjoys helping others improve and I need your help. Who do you know who is positive, open to new ideas and ways to improve themselves? I need the names of five people we could call on just like we call on you.

You can add this method easily to the mind mapping approach.

### **List Method**

- 1<sup>st</sup> - Create a list of all the people in your area (branch) that we do not have as clients and put them on paper.

2<sup>nd</sup> - Each Team Member takes their branch list to 10 people they know and gets them to put their initials by the people they know.

“\_\_\_\_\_, you know a lot of people in this area. Here’s a list of people we would like to talk to. Who do you know from this list?”

Get the names of literally 100’s of people. Go back to the office and put the lists together. *The salespeople will sometimes call with 10 people referring them to the same person.*

***Do the same thing will all the commercial businesses that are not accounts.***

### **Observation Method**

1. You notice someone is moving in (or building) close to were a friend or client lives.
2. Call and ask “Who has recently moved in across the street from you?”

### **Center of Influence Method**

You too can use the power of the Centers of Influence. Centers of Influences are people who like you and believe in the product or service you provide. By properly cultivating and serving these people they become sales people for you and literally get you new clients. You can call these people every 3 months and they have new referrals to give you.

### **The Use Yourself Method**

1. Go through your or a friend School Yearbooks to find people who you can use as your own personal referrals.
2. Look through the local newspaper – there are dozen of people you know weekly there.
3. Go to a party, write people down.
4. Family reunion, write people down.
5. Someone gets married.
6. All these are referrals – many the best around.

7. You know 300 people too.
8. There are acres of diamond under your feet. Be your own pickle.

***Action Plan: Pick out 1 – 2 methods that work for you and use them habitually.***

