

89% OF SALESPEOPLE DON'T ASK FOR REFERRALS

A

What prevents you from asking for a referral?

B

What prevents a prospect or customer from giving you a referral?

D — Top 10 “Raving Fans”

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

C

Are you referable?

1

2

Referral strategies.

E — Formula for Success

Step 1. Can you do me a favor?

Step 2. Who do you know that I should be talking to about the type of work I do?

Step 3. Pretend with me for one minute. We are at a social gathering and having a conversation. A friend of yours walks up and starts a conversation with you. At some point during the conversation would you introduce me to your friend? “Well, of course I would.” That’s all I am asking for today— an introduction to a friend of yours. Is that fair enough?