

16 Things You Can Do to Get More Referrals

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Respectfully,

The Gang at Clarke, Inc.



16 Things You Can Do to Get More Referrals

Everyone agrees that referrals are the best way to get new business. But, most referrals come from chance rather than a plan.

Do you have a plan or does dumb luck work best for you? My guess is that most folks would prefer a plan. Here are several things you can do to plan to receive all the referrals you so richly deserve.

- Join a referral group that meets on a regular basis. Weekly is best.
- Make sure that referral group follows an agenda and starts and stops on time.
- Show up early to every referral group meeting.
- Bring referrals for other members.
- Use other members' products and services.
- Display other members' marketing materials in your business.
- You want to give and receive referrals, not leads. [Business Network Int'l \(BNI\)](#) defines a referral a prospect that expects your call and is willing to set an appointment to discuss your products and services. Anything else is just a lead.
- Set aside time each week to meet with your referral partners. Everyone needs to eat lunch. [Why not set a lunch appointment?](#)
- [Set aside time each week](#) to actively work on generating referrals for your partners.

- Handle every referral you receive like gold. Remember the boy scout motto: Leave the referral relationship better than you found it.
- Make the person who gave you the referral look like a rock star to their customer.
- Keep going back to the golden goose. If your partner gave you a great referral help them replicate it with another prospect.
- Give feedback on the referrals you receive. Let your partner know if the referral was good and why. If it was not what you were looking for tell them politely why it was a bad referral
- Give without expecting anything in return
- Receive referrals with lots of thanks!

• AND THE ABSOLUTE BEST WAY TO GENERATE MORE REFERRALS IS: FOLLOW UP ON ALL THE REFERRALS YOU RECEIVE

If I work my rear end off to get you a referral for you, and you never follow up, do you think I'm going to work my rear end off for you again? You unappreciative nudnik!

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