

Asking for Referrals without Pushing or Begging

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Promote Referrals *Plant Referral Seeds* *Foreshadow the Future*

1. “I’m never too busy to see if I can be a resource to your friends, family members, or colleagues.”
2. “If I ran into a good prospect for your business, how would I know it and how would you like me to introduce them to you?”
3. “Please leave a message at the tone and if you were referred to us, please let us know who we need to thank.”
4. Your Email Signature Files
 - Accepting Clients by Referrals Only
 - Don’t Keep Me a Secret
 - I’m never too busy to be a resource for your friends, family, or colleagues.
 - The greatest compliment you can give to me is an introduction to someone you care about.

Recognize and Bust Through Your Barriers to Asking for Referrals

- _____ you haven’t provided enough _____ yet.
- _____ you’ll _____ the relationship.
- _____ you’ll look _____ or _____.
- _____ of hearing _____.

Use the VIPS Process™ to Asking for Referrals

V. Discuss the value that has been recognized.

Capture value-recognizing statements. Ask value-seeking questions.

I. Treat the request with _____.

- a. Create enough time. Use an _____ for every meeting.
- b. Transition from the value discussion with, "I have an important question to ask you."

P. Get permission to _____.

S. Suggest Names and Categories.

1. Specific People Whom They've Mentioned
2. Categories of People
3. Types of People You Serve the Best
4. Share Your Target List
5. Get Introductions to Centers of Influence Like Accountants and Attorneys

Client Not Ready to Discuss Referrals?

1. "The next time you recognize someone who you think should know about the work I do, please don't keep me a secret. Make sense?"
2. "I just wanted you to know that I'm never too busy to see if I can help others you care about. Fair enough?"

Learn About Your New Prospects

1. "Tell me something you like or admire about him."
2. "What's going on in their life that's important to them?"

Secure a Strong Introduction

1. The introduction should be collaborative.
2. In-person is almost always best.
3. Email is very efficient. (Or a text?)
4. Phone calls are okay, but suggest a "voice mail."
5. Discuss what the source is likely to say to grab the prospect's attention.
6. Never leave a meeting without knowing who will do what by when.
7. Send a reminder in the form of a "thank you."